

Subscription-based Sales Training for Top Performance



RAIN Group Total Access is subscription-based sales training that gives you access to our entire suite of training modules, videos, tools and assets, Train the Trainer and Train the Coach, learning journeys, and implementation support across sales skill, productivity, management, and coaching areas.

Train cohorts concurrently, assign different curricula per division, and launch on-site and virtual instructor-led, self study, and hybrid training on your schedule for a low per-person subscription.

- **Complete Sales Method:** Cover all aspects of sales skills, productivity, sales coaching, and more.
- **World-Class Education System:** Deliver training that's proven to work, stick, and transfer to the job.
- **Support:** RAIN Group Client Engagement team as your guide to launch effective training initiatives.
- **Services:** Professional services to support rollout, including facilitation, coaching, and certification.
- **Scalable:** Deliver as much or little as you like: small groups to large roll outs, as and when you need.
- **Flexible:** Access and deliver content across a variety of modalities seamlessly.
- **Impact:** Implement a common sales and management method efficiently that drives results.
- **Value:** Build capability with the maximum amount of people in your organization.

Low Per Person Subscription

Develop **Top Performers.**
Drive **Business Results.**



77 LEARNING MODULES

Each module covers a distinct sales skill and includes pre-work and application.



KNOWLEDGE CHECKS & RAIN MAIL

Test knowledge retention with quizzes and scenario-based reinforcement.



11 PRE-BUILT LEARNING PROGRAMS

Use proven pre-built programs or design your own curriculum.



4 LEARNING MODALITIES

Available via instructor-led training (ILT), virtual ILT (VILT), self study, and hybrid.



11 CORE SALES PLANNING TOOLS

Tools allow learners to apply learning and thoroughly prepare for sales situations.



78 MANAGER COACHING GUIDES

Complete manager coaching guide for every module.



TRAIN THE TRAINER CERTIFICATION

Certify your leaders as a RAIN Group Certified Facilitator or Master Facilitator.



355 VIDEOS

Micro-learning videos containing content equivalent to 22 feature length films.



88 FACILITATOR WALKTHROUGHS

On-demand video walkthroughs of every module and learning program.

RAIN Group Total Access | Modules Across the Sales Cycle

CORE & ADVANCED CONSULTATIVE SELLING

- Introduction to Consultative Selling
- Value Through the Eyes of the Buyer
- Building Rapport
- Leading a Thorough and Impressive Needs Discovery
- Making the Impact and ROI Case Powerfully
- Mini-Stories That Sell
- Overcoming Objections
- Inspiring Buyer Action and Change: New Reality and the Buyer Change Blueprint
- Introduction to Insight Selling: Adv. Consultative Selling
- Interaction Insight: Driving Buyer Insights and Point of View
- Mastering the Art of Sales Collaboration
- Communicating Powerfully with Different Personalities
- 11 Keys to Influence and Persuasion in Sales
- Persuasive Sales Presentations: Telling a Convincing Story
- The Power of Trust in Selling
- Keys to Qualifying the Sale
- Selling with Video
- Crafting a Value Proposition Positioning Statement
- Presenting to Win: Delivering Exceptionally Compelling Proposal Presentations

STRATEGIC & KEY ACCOUNT MANAGEMENT

- Growing Strategic and Key Accounts
- Driving Maximum Value: Leading a Value Lab
- Analyzing Stakeholders and Account Decision Making
- Succeeding with Account Research: Creating Deep Account Knowledge
- Competitor Analysis and Positioning: Taking the Pole Position
- Driving Success for the Account: Account Mission and KPIs
- Value Through the Eyes of the Buyer
- Plays and Big Plays: Action Planning to Ensure Account Strategy Success
- Making Account Plans Rock Solid: The VC Test
- Filling Your Account Pipeline with New Opportunities
- Selecting Key Accounts for High Pursuit Intensity
- Deepening and Strengthening Relationships

RAIN SALES NEGOTIATION

- 6 Essential Rules of Sales Negotiation
- Always Be Willing to Walk: Managing Your BATNA
- Effecting Emotions: Winning the Human Side of Negotiation
- Leading the Negotiation Process
- Mastering the Negotiated Issue: Building Value
- Trade. Don't Cave.
- How to Deal with Common Buyer Negotiation Tactics
- Real-Time Case Study: Practice a Simulated Negotiation
- Overcoming Objections
- Mastering the Art of Sales Collaboration
- 11 Keys to Influence and Persuasion in Sales
- Interaction Insight: Driving Buyer Insights and Point of View

9 HABITS OF EXTREME PRODUCTIVITY

- Maximize Your Motivation
- Change Any Habit
- Take Control of Your TIME
- Execute in the Zone

RAIN SALES PROSPECTING

- Introduction to Prospecting with Value
- Setting Appointments with Email and Referrals
- Filling Your Account Pipeline with New Opportunities
- Selling with Video
- Value Through the Eyes of the Buyer
- Prospecting with Video
- Prospecting by Phone and Voicemail
- Prospecting with LinkedIn and Social Media
- Analyzing Your Numbers and Prospecting Research
- My Prospecting Strategy: Building an Attraction Campaign
- Execute: Implementing My Prospecting Plan

WINNING MAJOR SALES

- Winning Major Opportunities: The Power of the Win Lab
- How to Run a Win Lab: Workshopping an Opportunity
- Keys to Qualifying the Sale
- Analyzing Stakeholders and Account Decision Making
- Inspiring Buyer Action and Change: New Reality and the Buyer Change Blueprint
- Competitor Analysis and Planning: Taking the Pole Position
- Selling with Video
- Plays and Big Plays: Win Your Sales, Outsell the Competition
- Presenting to Win: Delivering Exceptionally Compelling Proposal Presentations
- Value Through the Eyes of the Buyer
- How We'll Win: Deal Presentations and Live Coaching
- Overcoming Objections
- The 6 Buyer Personas: Communicating Powerfully with Different Personalities
- Making the Impact and ROI Case Powerfully

VIRTUAL SELLING

- Take the Lead: Managing Exceptional Virtual Sales Meeting
- Mastering the Medium: Setting Your Virtual Stage
- Engaging Buyers Virtually with Graphics
- Deepening and Strengthening Relationship Virtually
- Becoming Powerfully Persuasive Virtually
- Amplifying Your Reputation: Becoming a Person of Interest
- Selling with Video
- Mastering Virtual Collaboration with Buyers
- Virtual Selling Technology

RAIN SALES MANAGEMENT & COACHING

- Becoming a Top-Performing Sales Manager
- Leading Exceptional Team Meetings
- Sales Forecasting and Pipeline Management
- Territory Planning and Analysis
- Interviewing and Hiring Sales Superstars
- Managing and Accelerating Sales Performance
- Developing My Team into Sales Superstars
- Becoming a Top-Performing Sales Coach
- Leading Masterful Sales Coaching Conversations
- Motivating My Team to Take Daily Action
- Managing and Coaching for Accountability
- Driving Team Change: Coaching for Action and Accountability
- My Coaching for Action and Accountability Plan