

# Course Fact Sheet

<b>COURSE</b>	<b>SALES RAINMAKER SPECIALIZATION BOOTCAMP</b>
<b>VERSION</b>	Feb 20, 2015
<b>PROVIDER</b>	Regenmaker™ Consulting e.U. ( <a href="http://www.regenmaker.org">www.regenmaker.org</a> )
<b>KEYWORDS</b>	SPIN Selling, Solution Selling, Value Selling, Consultative Selling, Conceptual Selling, Strategic Selling, Insight Selling, Challenger Sales, <b>REGEN™ Selling</b>
<b>OBJECTIVES</b>	<p>Participants will learn how to orchestrate complex B2B sales situations strategically as well as tactically and apply the REGEN™ Selling methodology to become highly successful sales professionals so that they can call themselves rainmakers. Participants will:</p> <ul style="list-style-type: none"> <li>• know how to excel in prospecting and targeting ideal dream clients and qualify effectively</li> <li>• be able to identify, classify and analyze the different buying influences</li> <li>• be able to identify a business problem and propose a solution</li> <li>• be able to ask the right probing questions to uncover needs and implications</li> <li>• be able to articulate the value proposition and calculate the return on investment</li> <li>• master the different selling techniques and know when to use each</li> <li>• be capable of presenting, handling objections and negotiating successfully</li> </ul>
<b>TARGET GROUP</b>	<p>Field sales reps            Solution consultants &amp; Sales engineers            Key account managers            Business development managers &amp; Export managers            Channel managers            Pre-sales specialists &amp; Inside Sales</p>
<b>DURATION</b>	3 days (equivalent of 21 credit hours)
<b>CERTIFICATION</b>	Certified "Sales Rainmaker"
<b>INVESTMENT</b>	<p>EUR 1499 + VAT per student            includes break beverages, lunch, student book/CD, QSG and tool gadget</p>
<b>RETURN ON INVESTMENT</b>	Increased customer acquisitions, higher conversion & closure rate and shorter sales cycles
<b>METHODOLOGY</b>	<p>Instructor led face-to-face live lectures, individual and group work, role plays, discussions, case studies, trainer feedback and use of checklists and tools.</p> <p>We use the Regenmaker™ CARDIF-VII didactic methodology for effective, quick &amp; easy learning that sticks.</p>
<b>GUARANTEE</b>	If you are not satisfied with the sales boot camp and think that the objectives were not met, then you can claim - within 7 days from the last day of the event - a partial refund in form of a 1-day training voucher, which is valid for 6 months.

# SALES BOOTCAMP

## Sales Rainmaker Specialization BOOTCAMP

“It has the power to change your life”

### AGENDA

#### Day 1 - OPPORTUNITY MAKER: How to Research & Engage

- Key Concepts I
  - What makes a rainmaker?
  - A perspective view: Problems/Needs/Wants/Aspirations
  - Psychology of decision making & buying
  - Buying Process
- Key Concepts II
  - Sales Process
  - Selling Phases
  - Unique Value Proposition
    - The Value Formula
    - Developing USP, CBR, UVP, ROI & TCO
    - Exercise: Writing UVPs & calculating ROI/TCO
- OPPORTUNITY MAKER: Research
  - Research the Industry
  - Research the Ideal/Dream Customers
  - Research your existing customers
  - Prospecting & Opportunity hunting
- OPPORTUNITY MAKER: Engage
  - Networking ,Engaging & Qualification
  - How to get a meeting/call
- Summary & Test

#### Day 2 - DEAL MAKER: How to Galvanize

- Pre-call preparation
  - How to boost Credibility, Trust and Rapport
  - Before you start: Where are they in their Buying Process?
- Investigate
  - Identify Business Influences & Decision Makers (Miller Heimann Method)
  - Identify Personas & Perception Modes
  - Identify Problems/Aspirations

## SALES BOOTCAMP

- Inflate & Weigh
  - Expand the pie with more needs
  - Inflate the implications (SPIN Method)
  - Provoking with New Insights (Challenger Sales Method)
  - Continuous qualification (BANT/FAINT)
  - Continuous weighing against the Value formula
- Solution/Value Proposition
  - Making your UVP & ROI resonate with the customer
  - Selling the future
- Making Powerful Sales Presentations
- Writing Proposals
- Negotiation in Sales
  - Handling objections, Getting commitments
  - Closing or as we call it “Opening”
- Exercise: Role Play
- Summary & Test

### Day 3 – MULTIPLICITY MAKER & FAN MAKER: How to Expand & Network

- Multiplicity Maker
  - Expand through leveraging on customers and alliances
  - xSELL: Upselling & Cross selling
- Fan Maker
  - Life After Closing (aftersales)
  - How to create a fan club
  - Welcome to the Club: Building and nurturing relations
- Exercise: Using the REGEN™ tools
- Summary: Emphasizing the Alpha & Omega
- Workshop: Discussion & Feedback
- Final Test
- Certificates

“A life changing experience you will never forget”