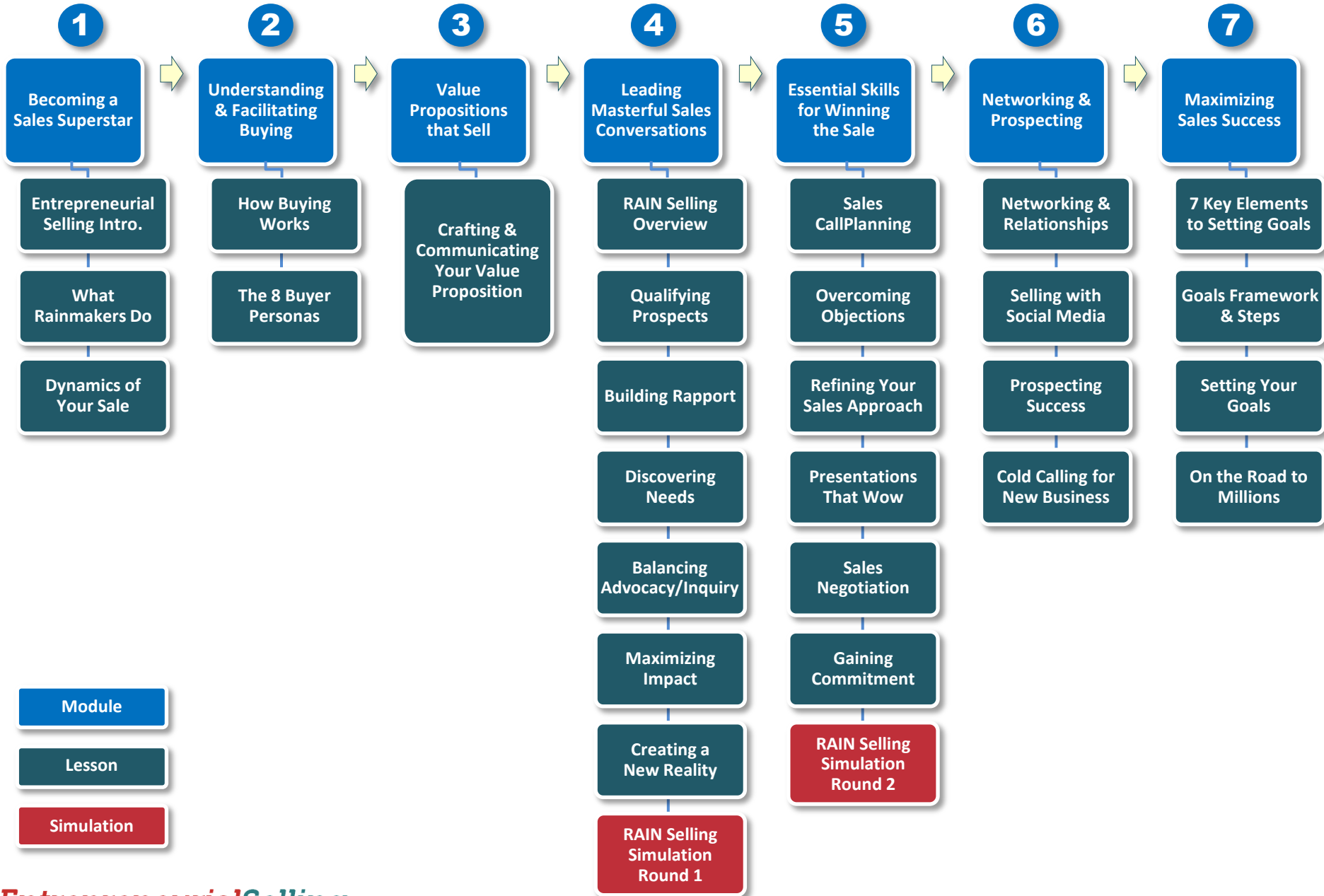


# Entrepreneurial Selling Content Roadmap



# The Seven Core Modules

1. **Becoming a Sales Superstar**
2. **Understanding & Facilitating Buying**
3. **Value Propositions that Sell**
4. **Leading Masterful Sales Conversations**
5. **Essential Skills for Winning the Sale**
6. **Filling the Pipeline with Qualified Leads**
7. **Maximizing Sales Success**

## Meet The Program Leaders

Mike Schultz & John Doerr



Co-Presidents of [RAIN Group](#) and co-authors of the Wall Street Journal Bestseller [Rainmaking Conversations](#)

# Entrepreneurial Selling Faculty

Mike Schultz & John Doerr



Brian Halligan



Marshall Goldsmith



Jill Konrath



David Goldsmith



Malcolm McDonald



John Jantsch



Michael Port



Carol Roth



Andrew Sobel



Tom Ziglar



Michael Stelzner



Scott Gerber



Michael Cooch



Charlie Green



Dan Waldschmidt



Ronald Karr



Faculty also includes: **Jim Bacharach, Maria Cirino, Michael Kolowich, Sharon Drew Morgen, Patrick Mullane, Peter Ostrow, and Greta Roberts.**

For more on our esteemed program faculty, please visit [Meet the Faculty](#).

# Module 1: Becoming a Sales Superstar

## **Lesson 1 Introduction to Entrepreneurial Selling**

Whether you have 2, 20, or 200 people at your company, entrepreneurships and growing businesses have very different challenges than large companies. Maybe you haven't been around that long. Perhaps you're selling a new idea or new approach. Or simply selling against established players is a challenge. This lesson covers the special challenges of selling at entrepreneurships. The lesson also identifies best practices to help you get the most from your membership and the common pitfalls some members fall into.

## **Lesson 2 How Rainmakers Achieve Breakthrough Results**

What people *think* makes for top performance in sales, and what *actually* makes for top performance in sales are typically very different things. This lesson covers the crucial elements that drive successful sales people and rainmakers forward, the hidden weaknesses that hold them back, and the 10 Rainmaker Principles that top performance share and live by that propel them to elite sales status and results.

## **Lesson 3 Understanding the Dynamics of the Sale**

Sales advice abounds for what you should *absolutely* do and not do in sales. The problem is so much of the advice conflict, it's hard to know which sales advice to accept and which to reject. This lesson covers the three major dynamics at play in sales that will help you make decisions about how to prospect, how to build the relationship, how to uncover needs, how to sell the vision of what you sell, and more.

## Module 2: Understanding Buying

### **Lesson 4 How Buying Works**

Top sales performers think buying first, selling second. If you want to succeed in sales, you have to understand how buying works, what buyers are going through, and how to map your sales process to the buying process to facilitate success. This lesson will help you understand the major stages of the buying process, and what goes on in each.

### **Lesson 5 Succeeding with the 8 Buyer Personas**

Not all buyers are alike in their buying styles and preferences. How Decisive Danielle buys is very different than Collaborative Claire. And how Relationship Renee buys is very different than Skeptical Steve. This lesson covers how buying works and details the core 8 Buyer Personas that all sellers must be able to identify, approach the right way, and learn to help buy.

### **What Members Are Saying About RAIN Selling**

“I’ve tried several sales training programs and I’ve read the leading books and I can confidently say that the RAIN Selling program is the most valuable, highest quality resource out there. “

“RAIN Selling jumpstarted my business development effectiveness by helping me identify how I provide value and how to align that value with the specific needs of my clients. The program just made everything click for me.”

“The content is well written, well organized, and without a doubt worth every penny. And it’s easy to go through the lessons at my own pace in whatever format I want.”

“I give the RAIN Selling methodology my full endorsement.”

- Andy Schenit, a national consulting firm

# Module 3: Value Propositions that Sell

## **Lesson 6** Crafting & Communicating Your Value Proposition

Everyone is told they need to understand and articulate their value if they want people to buy, but few people know how to actually do it.

You'll learn:

- 3 keys to developing a winning value proposition
- How to introduce yourself to prospects in a memorable way
- How to identify the true value of your offerings and how to articulate it
- Strategies to capitalize on the benefits you provide
- How to explain and build enthusiasm for hard-to-describe products and services
- How to uncover the hot buttons that drive prospects to buy from you, and keep buying

At the conclusion of this lesson, you will have created a value proposition for a product or service you offer, which means you will be able to communicate to your prospects the value you deliver in a meaningful way.

# Module 4: Leading Masterful Sales Conversations

## Lesson 7 RAIN Selling

If you want to be able to lead masterful sales conversations, you need to know how to make connections with buyers, uncover need, demonstrate impact, build trust, influence, and create a vision for the prospect of what their lives will be like if they purchase from you. The key to being able to do this is RAIN Group's proven RAIN Selling method, the method upon which Entrepreneurial Selling is based. This lesson covers the key points in RAIN Selling and lays the groundwork for the lessons that follow.

## Lesson 8 Keys to Qualifying Prospects

Top sales people are constantly evaluating which opportunities are worth pursuing, and how much effort and energy they should devote to each one. On the flip side, many average and unsuccessful sales people spend too much time focusing on buyers that don't have enough money to buy (or won't spend what they do have), can't make the decision, aren't interested in buying, don't perceive the need to buy, or will buy but will take years and years to do so. In this lesson, we'll teach how to qualify buyers using FAINT (and why other qualification methods fall short) allowing you to focus your time and energy on the best possible buyers.

## Simulations

You walk into a meeting with the purpose of closing a deal you've been working on for six months. About 10 minutes in, after the prospect has said they're a go, he says, "But budget's going to be a problem. We'll need to do it for 10% less."

Millions of dollars are at stake.  
What do you say?

These are the kinds of scenarios you'll face in the RAIN Selling Simulation, a two-part, computer-based sales 'game' you'll play during the course of Entrepreneurial Selling.

## Module 4 Continued...

### **Lesson 9 Building Rapport & Connecting with Buyers**

People trust people they like. People buy from people they like. People want people they like to succeed. Your ability to make connections with buyers and build rapport is a key to your sales success. This lesson covers the building blocks for building trust and making connections, and contains essential tips for building real rapport with prospects.

### **Lesson 10 Discovering Needs You can Solve**

All sellers need to be able to uncover their prospect's needs. Uncover your client's problems and pain (their afflictions) and their desires and goals (aspirations) and you create the foundation for sales success. As well, sellers need to be able to uncover this root cause of needs. Until you know what is causing problems, it's difficult to apply a solution that will have any lasting or positive effect. This lesson covers the three types of questions you need to be able to ask to uncover needs, how to uncover needs through advocacy, and the most effective technique for uncovering the root causes of problems.

### **More on the Simulations**

You'll represent your company, Eagle, to a number of different prospects with different situations, needs, buying processes, and objections. You'll be given a variety of scenarios and options for how to respond. Your choices will determine if you win or lose, and how much you close the sales for... if you close them at all.

You'll get feedback about your choices after each round and why some choices are better than others.

Entrepreneurial Selling is the only sales simulation available as a part of a world-class sales training program built specifically for entrepreneurs and available to you online. It's a fun, engaging, and innovative way to practice the key concepts you'll learn in Entrepreneurial Selling.

## Module 4 Continued...

### **Lesson 11 Balancing Advocacy & Inquiry**

Sellers are often told they need to “just ask great questions.” Others are told they need to be able to pitch, persuade, tell stories, and present. In reality, balancing advocacy (telling, sharing, presenting) and inquiry (asking questions) is the most powerful approach. This lesson covers the keys to success for balancing advocacy and inquiry.

### **Lesson 12 Maximizing the Impact of Your Solution**

What impact will buying from you have on the prospect or their business? Get your prospect to answer this question and you (and they) will know just how important solving the need or reaching the desired future state is to the prospect. You’ll also get a sense of just how much it’s worth – and what your prospect might spend – to solve the problem or reach the goal. This lesson covers strategies you should employ to uncover the impact, including how to build your own impact model, which will make your selling efforts much more successful.

### **Lesson 13 Bringing the New Reality to Life**

We are all in the business of change. It’s how you paint the picture of change and present it to your prospect that has an effect on your ability to sell. This lesson covers how to build and communicate a compelling picture of how your prospect’s situation will improve when they buy from you.

## Module 5: Essential Skills to Winning the Sale

### **Lesson 14 Overcoming Objections with NUT\$**

Objections are a natural part of sales. If they don't come up, it often means the prospect isn't interested. When they do (and they will) you need to know how to overcome them. This lesson covers a 5-step process for handling objections, the four major types of objections – NUT\$ -, and how to respond to them in a way that will get you closer to the close.

### **Lesson 15 Refining Your Sales Approach Based on the Dynamics of Your Sale**

Sales advice abounds for what you should *absolutely* do and not do in sales. The problem is so much of the advice conflict, it's hard to know which sales advice to accept and which to reject. This lesson covers the three major dynamics at play in sales that will help you make decisions about how to prospect, how to build the relationship, how to uncover needs, how to sell the vision of what you sell, and more.

### **Lesson 16 Presentations that Wow**

If you want to sell a vision, if you need people to visualize a new reality you can create for them, if you need to be able to persuade people, you need to be able to present with skill and savvy. This lesson covers the keys behind great presentations and demonstrations, the common mistakes that derail presentation, and provides examples and templates to help you build and deliver presentations that wow.

# Module 5: Essential Skills to Winning the Sale

## **Lesson 17 Sales Negotiation Success**

When it gets down to commitment time, buyers will often seek to negotiate a better deal, or press you in some other way. This lesson covers how to approach win-win negotiations, how to get past posturing and to collaborative solutions, and what to do when you believe your prospect is not taking a win-win approach, but just trying to get concessions from you.

## **Lesson 18 Gaining Commitment & Winning Sales**

Everything in sales leads up to the close. If you can't win the sale, all of your efforts are for naught. This lesson covers what it takes to win the sale, including how to set the table for success and close with the right actions, and without using manipulative closing techniques that destroy trust and relationships.

## **We Brought the Tools**

RAIN Selling Conversation Framework

6 Minute Goals Planner

Account Planner

Sales Call Planner

Networking and Relationship Planner

Solution Model

Objections Guide

Impact Model Developer

10 Rainmaker Principles

Value Proposition Positioning Statement Framework

Proposal Checklist

Buying and Selling Processes

Conditions for Closing

# Module 6: Filling the Pipeline with Qualified Leads

## **Lesson 19 Networking & Relationship Building**

If you generate leads through relationships, and meeting people at conferences, events, and online could be important to your business, you need to understand how to network and build relationships. This lesson covers how you can use networking and referrals to generate leads for your offerings on an ongoing basis, and build the relationships in the market that you need to succeed.

## **Lesson 20 Selling with Social Media**

It's no secret that social media has exploded in recent years. Many entrepreneurs, professionals, and salespeople are capitalizing on creating relationships and generating leads through social media. This lesson covers the keys you must know to find leads online, build relationships, and leverage social media for your sales success.

## **Lesson 21 & 22 Keys to Prospecting Success**

To this point you've been learning how to succeed with sales conversations. Now, you'll learn how to create them. This lesson covers what it takes to fill the front end of your pipeline with qualified leads that keeps your revenue flowing. We'll cover 7 major outreach strategies to use on the phone, through email, and direct mail to connect and create conversations with prospects. You'll also learn the 5 cold-calling success power boosters and how to include them in your prospecting efforts.

# Module 7: Maximizing Sales Success

## **Lesson 23 Sales Call and Opportunity Planning**

If you want to succeed in every sales call or opportunity, you have to determine what success looks like, what actions you're going to take to achieve that success, and what might stand in your way of getting there. If you know the answers to these questions, you'll increase your odds of succeeding. In this lesson, we'll introduce you to a powerful Opportunity Planning Tool to help you prepare for any sales call or opportunity.

## **Lesson 24, 25, & 26 Goal Setting & Action Planning**

It's a fact. Sales people that have written goals and action plans are much more likely to become top revenue producers. This lesson covers RAIN Group's 6 Minute Goals system to help you create your own set of goals, an action plan to achieve them, and a goals ritual to help you stick with them.

## **Lesson 27 On the Road to Millions**

Following the Entrepreneurial Selling roadmap, you're now equipped with the knowledge, tools, and process you need to succeed in selling. In this lesson, you'll learn how to build and sustain your hustle, passion, and intensity for selling over the long haul.

### **What Members Are Saying**

"When I first started my consulting business I had a few legacy clients and thought that my network would produce enough business for me to support myself. This worked for the first 2 years and then I realized I had tapped that well dry."

"The RAIN Selling program came at a perfect time for me. It's taught me how to start new relationships with 'cold' prospects and how to foster those relationships into new business. I've been able to double my revenue and I even had to hire 2 more consultants to help."

- Eugene, a company owner

# What You Get With Entrepreneurial Selling

As a part of this program, you'll receive:

- **27 Online Training Lessons:** At least 1 new lesson will be released every single week over the course of 4 months, walking you through the 7 modules. Lessons are delivered in text, video, and MP3 audio for your convenience and learning preference.
- **Worksheets, Tools, Checklists, and Templates:** Following each lesson, assignments will be available for you to download and complete to help you immediately put the new learning into practice.
- **Q&A Coaching Calls:** One of the cornerstones of this program includes regular Q&A Coaching Calls to work through issues and problems as they arise. We dig into the issues you face in selling your products and services and provide specific feedback for your situation.
- **Expert Forums:** The course instructors are active participants in the forums and will provide direct feedback on your value proposition, sales conversations, proposals, and whatever specific challenges you face selling your products or services.
- **RAIN Selling Simulation:** This interactive and challenging sales adventure serves as the ultimate test for members to apply their skills and knowledge in simulated business scenarios. The adventure changes based on each decision the seller makes, making this a fun and dynamic learning experience.