

THE BUSINESS RAINMAKERS EXPERIENCES

The Business Rainmakers Experiences are customized, high-impact workshops to address specific sales challenges, target personas, industries, and offerings, igniting a sense of excitement and enabling sales professionals to think and execute in immediately applicable ways.

Through interactive activities, teams will witness and draw inspiration from diverse approaches to the same challenges, fostering agility in their thinking and problem-solving abilities. Additionally, leadership gains valuable insights into the capacity and creativity of their sales organization, gaining a deeper understanding of their team's potential.



NAVIGATING CLIENT POLITICS

This engaging 3 – 4-hour workshop pits sales teams against each other in a real-life competitive case study. Relationship strategies, personal agendas, power struggles, and real-time assessment of risks are included to make this a high-energy and competitive engagement. Salespeople work in groups to build a winning strategy to win the case study opportunity! This role-play competition also includes client senior leadership to assist and provide feedback. Revenue Storm uses a rubric to coach the teams and determine the winning team in this interactive session.

CREATING COMPELLING PRESENTATIONS

Creating demand begins with a compelling 7-Part Story that captures the curiosity and imagination of the prospect and moves into an engaging conversation worthy of continuing. This virtual experience is conducted in 3 sessions over several weeks. Salespeople work in teams to create their compelling story in a PPT format, and then in the final 90-minute session, present their story to an "executive team," including a senior client representative. The teams are then judged, and the winning team is recognized. The compelling stories created can be used in real-life opportunity creation endeavors.

LEAD AN ENGAGING SALES CONVERSATION

This one-day interactive simulation invites sales teams to engage in a dynamic competition. Based on real-life client scenarios designed to drive demand, teams strive to showcase thought leadership and stimulate new opportunities. Teams compete by setting up a mock initial meeting, with the goal of engaging the targeted persona in meaningful communication. As client objections are navigated, other teams may interject, creating potential disruptions. The victorious team ultimately earns both recognition and the distinction that accompanies their accomplishment.

WIN NEGOTIATION

What skills, approaches, personality, and tactical insights allow you to create a negotiation that becomes collaborative, not competitive? This customized experience allows you to tailor the negotiation role-play with chosen buying personas and a typical negotiation situation your salespeople face. The role-play is designed for a situation relevant to your sales team: renewal, a new product, or a price increase. This 2–3-hour face-to-face experience includes each team facing the negotiation, each team achieving either a win/win or a loss. Teams debrief afterward to understand further the most successful negotiation strategies deployed.