



CLIENT SUCCESS STORY

Blanco Technology Group

From SKO Keynote to Global Sales Training: RAIN Group Ushers in Savings, Flexibility for 100+ B2B Tech Sellers and Managers

Background

[Blanco Technology Group](#), the leading software developer helping B2B businesses ensure data privacy and protection, was seeking a speaker for its annual sales kickoff. After reviewing options, the company turned to RAIN Group to deliver the keynote and breakout sessions at its three virtual events in North America, EMEA, and APAC.

"RAIN Group's approach to meeting our objective was impressive! Not only were they flexible in delivering the keynote at 1 a.m., 4 a.m., and 7 a.m., but they also understood the elements of our business and effectively applied their 'Value Through the Eyes of the Buyer' module to our company," said Bree Liscinsky, Global Director of Sales Enablement at Blanco. **"The way they connected the dots was as if they worked for us. They had excellent facilitation skills, brought the discussion to life, and pulled people out of their shells."**

Attendee feedback was overwhelmingly positive.

"Everyone wanted more time in the 'Value Through the Eyes of the Buyer' session. They wanted another session. They wanted more, more, more. We knew this was just the beginning of our partnership," continued Liscinsky.

Solution

Around the same time, RAIN Group launched [Total Access](#), a subscription-based sales training solution that gives sales teams access to its 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.

Total Access includes 12 pre-built curricula, but RAIN Group's modular design allows sales teams to quickly build custom curricula to fit their unique learning needs. Each module includes pre-work, practice, application coaching, and reinforcement to ensure training sticks and behaviors change.

When speaking about the company's sales enablement goals, Liscinsky knew they needed a flexible solution to meet a variety of needs.

"We're a global organization and didn't want one strict methodology. Our buyers are very different by segment, company size, and region. **We needed a framework that our reps could easily understand and that built strong, long-lasting relationships,**" said Liscinsky.

It was clear that the Total Access self-serve model would fulfill Blanco's sales training needs, and a two-year partnership commenced.

During the onboarding process, RAIN Group trained and certified two facilitators on Blanco's enablement team.

"They set our facilitators up for success from the onset. Not only did the [Train the Trainer](#) cover delivery best practices, but it also included facilitator walkthroughs for every module and learning program. **[RAIN Group] went above and beyond to prepare us to deliver all the content in various delivery modalities,**" said Liscinsky.

Another benefit of Total Access is the ability to transfer RAIN Group's digital learning assets to the client's learning management system (LMS).

"The transfer process was simple. We're rebuilding everything in our LMS (Highspot) and releasing the new learning university to our sales teams in phases," shared Liscinsky.

In the first phase, Blanco released [RAIN Selling: Foundations of Consultative Selling](#) for sellers and [Coaching for Action and Accountability](#) for sales managers. The programs were launched live and in-person in three markets over three days at Blanco's internal H2 Sales Kickoff event. Following the event, sales reps participated in application coaching sessions.

Liscinsky added, "The managers' application coaching sessions reinforced the Coaching for Action and Accountability learning and provided managers with the time and space to work through coaching challenges together. The feedback has been positive; managers feel equipped to move to implement coaching strategies with their downline."

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Results

Named the Best Security Solution in the Cyber Security Awards, Blanco has successfully embedded consultative selling in its way of working.

There were notable lifts in pre-training to post-training confidence scores, including:

- 52.9% increase in sellers agreeing they are *confident developing a thorough needs discovery plan to position, convey, and confirm needs with buyers.*
- 129% increase in sellers agreeing they are *confident developing and conveying the impact of a solution with potential buyers through a powerful ROI case.*

Now, each sales representative comes to the deal desk with a completed buyer blueprint, a staple of how they present and position their deal. The conversation planner is also one of the most downloaded pieces of content.

As Blanco adds courses to its learning university, it's continuing to tap RAIN Group for its sales kickoffs. Next, RAIN Group will cover the [9 Habits of Extreme Productivity](#) that teaches sellers and sales managers how to achieve exceptional increases in productivity and results, and the sales team will launch a 90-day sales achievement challenge.

"RAIN Group has been an incredible partner. **Total Access has been a huge cost savings and value add.** We have access to this massive content library and can deliver it on our schedule. When we have an event, we aren't spending thousands of dollars to bring in a speaker," said Liscinsky.

In addition, Blanco recently changed its go-to-market approach and consultative selling skills have been instrumental for reps in this transition.

"Before RAIN Group, our reps felt challenged when discussing our premium-level prices. We know we have a high-value solution. We also know the appreciation and relief global enterprises experience once they become customers. RAIN helped us translate that knowledge into powerful messaging that was easier to communicate," said Liscinsky. **"RAIN's consultative selling methodology equipped [our reps] to build rapport with buyers, understand their afflictions and aspirations, and build the rapport needed to present a value case that negated any price discussion.** They are truly building long-term relationships and providing value."

Participant Feedback



"I've been with Blanco for 8 years, and I can honestly say this was hands down the best one yet! It was a turbo boost for my motivation and sales strategies. It's incredible how much I've gained from this event, professionally and personally."



"The training on RAIN was very robust and shared good knowledge."

"We went all in on Total Access and are very happy. We've been able to import the content into our LMS and run with it. We can deliver **new and interesting content** at our different events without having to create it and **leverage our enablement team to deliver the content.** RAIN Group has been a great partner, and we appreciate that we can always tap their expertise before launching a new program."

Bree Liscinsky, Global Director of Sales Enablement, Blanco