

CLIENT SUCCESS STORY

Global Technology Leader

Participants achieved a win rate +15% higher than comparative peers who didn't participate in the program.

Challenge

2020/2021 was one of the most difficult times the world has experienced. The sales landscape completely shifted, and like many other organizations, one of the world's largest technology leaders struggled to navigate customer engagement changes, including prospecting and customer meetings.

This impacted its sellers, especially newer ones, significantly.

While our client has a reputation for hiring the best of the best, some newer sellers didn't have the fluency skills or the opportunities to practice what they needed to be successful in their first few months. As a result, the business saw an increase in the time to first opportunity and pipeline coverage was one-third of what it historically needed to be successful.

The company was on a mission to provide its field sales representatives with a clearly defined way to be customer ready and create a trio of programs to accelerate sales onboarding and 10x sales success.

Solutions

The company turned to RAIN Group to create one of the three programs: a highly-tailored prospecting and productivity course.

The project team knew prospecting as a skill can be viewed as a 101 sales concept and if the training program didn't resonate with their audience, it would run the risk of further contributing to the business challenge.

The two organizations conducted a deep discovery to ensure the needs of the sellers were understood and could be addressed via a programmatic learning experience. What resulted was a customized program specific to this client about how to prospect at *their* company.



“Probably the best training I have done to date. It was amazing!”



“This is essential for our sales engine. Prospecting needs to be a muscle that's trained every week by every sales rep.”



“Each week I picked up 2 or 3 things that I will practice and use in my day-to-day going forward.”



“The last productivity session was useful because it gave me the tools to improve my day-to-day and remain task and goal oriented.”

The course covered concepts from [RAIN Sales Prospecting](#) and [9 Habits of Extreme Productivity](#).

Sellers learned to prospect with value, build multi-touch attraction campaigns, manage their time, and more.

The program was initially deployed in EMEA. By continuously sharing business impact metrics, the program team was able to support additional regions in launching and embedding the program. The program is being embedded by the global onboarding team and will be offered to sellers in all regions.

Results

The benefits achieved by leveraging the Kirkpatrick model fall into the following categories:

- **Increased win rate:** Participants achieved a win rate +15% higher than comparative peers who didn't participate in the program.
- **Increased volume of quality pipeline creation:** Supporting the ability of sellers to have the skills needed to be customer ready resulted in an X3 faster time to first opportunity creation.
- **Proficiency with productivity:** Participants closed/won an opportunity in less than one-third of the time of non-participants (comparative data).
- **Participants' confidence** increased from an average of 68% (3.4/5) to 92% (4.6/5)

In addition, average customer satisfaction (CSAT) scores of 4.5+ (out of 5) were achieved for the program in all regions and there was exceptionally positive feedback from all sales managers.