

# Rainmakers Sales Excellence Made Simple

## Intermediate - III

This advanced course is for those who want to refine and master the art of selling! Highly interactive with role play and video to ensure the smallest of details are refined, this is the ultimate in sales learning and development. This is for the seasoned sales professional who wants to be the best of the best, taking their income and career to the next level. [Register now at https://rainmakersgroup.ca/courses/](https://rainmakersgroup.ca/courses/)

### Module I: The Generation Gap



As the baby Boomers retire, the Millennial now dominates the business landscape as the largest generational group in the workplace. With up to five generations in the workplace, each with their own distinct wants and needs, selling has never been more difficult. What worked with the Boomers will fall flat with the new, younger generations. Free yourself from confusion and learn the habits, behaviours and thought processes of these powerful and emergent new influencers. Understand their role with online shopping, the importance of peers, mobile devices. Discover effective methods to target and meet the distinct needs of the Millennial as compared to the opposing values of the Boomer. Learn what is required to motivate the Millennial into making a buying commitment and grow your business with this powerful buying group.

### Module II: Psychology of Selling



Understand the neuroscience behind selling. What was once just a guess is now proven by science. Understand Cialdini's seven principles and the power behind the psychology of selling. Gain an improved understanding of why customers buy. Delve deeper into the buyer psychology and 5 sales psychology tips to leverage closing the sale. People will buy to avoid pain or gain pleasure. Learn more about the motivators and triggers that make clients buy! How you present makes all the difference in the world. Use this valuable course to take your sales results to the next level and become unstoppable!

### Module III: Negotiation Strategies, Skills & Effectiveness



Negotiation skills are critical in business. Do you feel your negotiation skills are lacking? Want to feel more confident and in control instead of feeling like you got the raw end of the deal? Gain valuable insight into the fundamentals required to create a more successful negotiation. Learn the common negotiation tactics used when negotiating and how to handle them to better protect your interests. Discover how to leverage your natural skills while keeping your emotion in check. And uncover the top negotiation mistakes that should be avoided and when you should just walk away. The goal of every negotiation should be in achieving a win/win, where both parties can walk away satisfied with the results.

# Rainmakers Sales Excellence Made Simple

## Intermediate - III (cont)

### Module IV: Powerful Presentations (Interactive Role Play & Video)



Do you feel like your presentation skills are lacking? Hate speaking in public?? FEAR NO MORE!! Strong presentation skills are the key to getting your point across and ensure your audience understand you. A highly interactive class focused on mastering your presentation skills with the use of interactive videotaping and role playing, Discover how to create a powerful presence in front of people by learning how to be your best self centre-stage or in front of customers. Learn the do's and don'ts of public speaking while you become more confident, natural and refined. This course will take you and your team to the top of their game as they master their presentation skills with real world application. No longer will you cringe when in front of customers, important and/or larger audiences. Instead, speak like a pro!

### Module V: Successfully Sell to the C-Suite



Today's corporate decision makers are busier than ever before facing challenges like highly competitive markets, limited financial and human resources, and the explosion of technology. Consequently, as a sales professional, these leaders are even more unavailable to you if not impossible to reach. Most have at least one "gatekeeper" running interference for them, vigilantly protecting their time by keeping non-essential people at a distance. The average person receives 122 emails a day, so if this is your chosen method of communication, clearly, your message must stand out from the rest. The way you go about asking for their time, and the things you say and do are what makes the definitive difference. Learn to sell to meet the c-suite and see your success and your business grow.

### Module VI: Social Selling - Linked In Lead Generation



Did you know that women drive 80-90% of all purchases? Discover how to tap into this unique and powerful group of purchasers. Discover how their habits, behavior, thought processes and preferences differ from men when making buying decisions. Discover the selling techniques, approaches and customer service expectations to maximize sales so you can best serve this influential group.