

WHAT SALES WINNERS

DO DIFFERENTLY



RAIN Group

John Doerr

President, RAIN Group

John Doerr is President of RAIN Group, a sales performance improvement firm with offices around the globe. Author of several books including the

Wall Street Journal bestseller **Rainmaking Conversations** & groundbreaking **Insight Selling**.

John and RAIN Group have worked with clients such as Johnson & Johnson, Woodard & Curran, Haley & Aldrich, HRP Associates, WSP, Hitachi, Harvard Business School, and dozens of others to unleash sales performance.

John is a frequently quoted expert in publications such as Inc., Forbes, & Business Week.



Buyers would buy more
if they knew the
difference we could
make for them

92%



8%



Strongly Agree/ Agree

Disagree

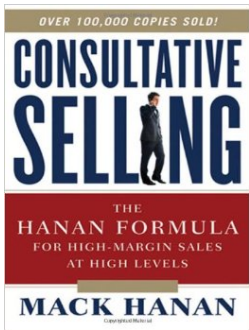


Value

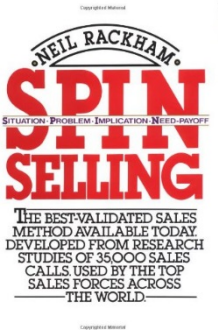


Sales

Selling Has Evolved

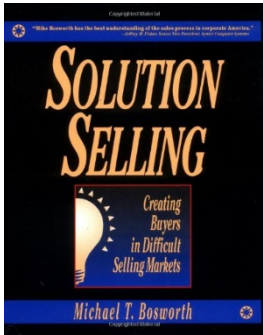


1970's



1988

1982





CONVERSATIONS

What's keeping you up at night?







COMMODITY



Competitor A



Your Firm



Competitor B

...Price



Value



Competitor A



YOUR FIRM



Competitor B

HBR.ORG

Harvard Business Review



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SPOTLIGHT ON SMARTER SALES

The End of Solution Sales

The old playbook no longer works. Star salespeople now seek to upend the customer's current approach to doing business. *by Brent Adamson, Matthew Dixon, and Nicholas Toman*

What should be keeping me up at night?



700+

Buyers &
purchases
studied



\$3.1

Billion in
products &
services

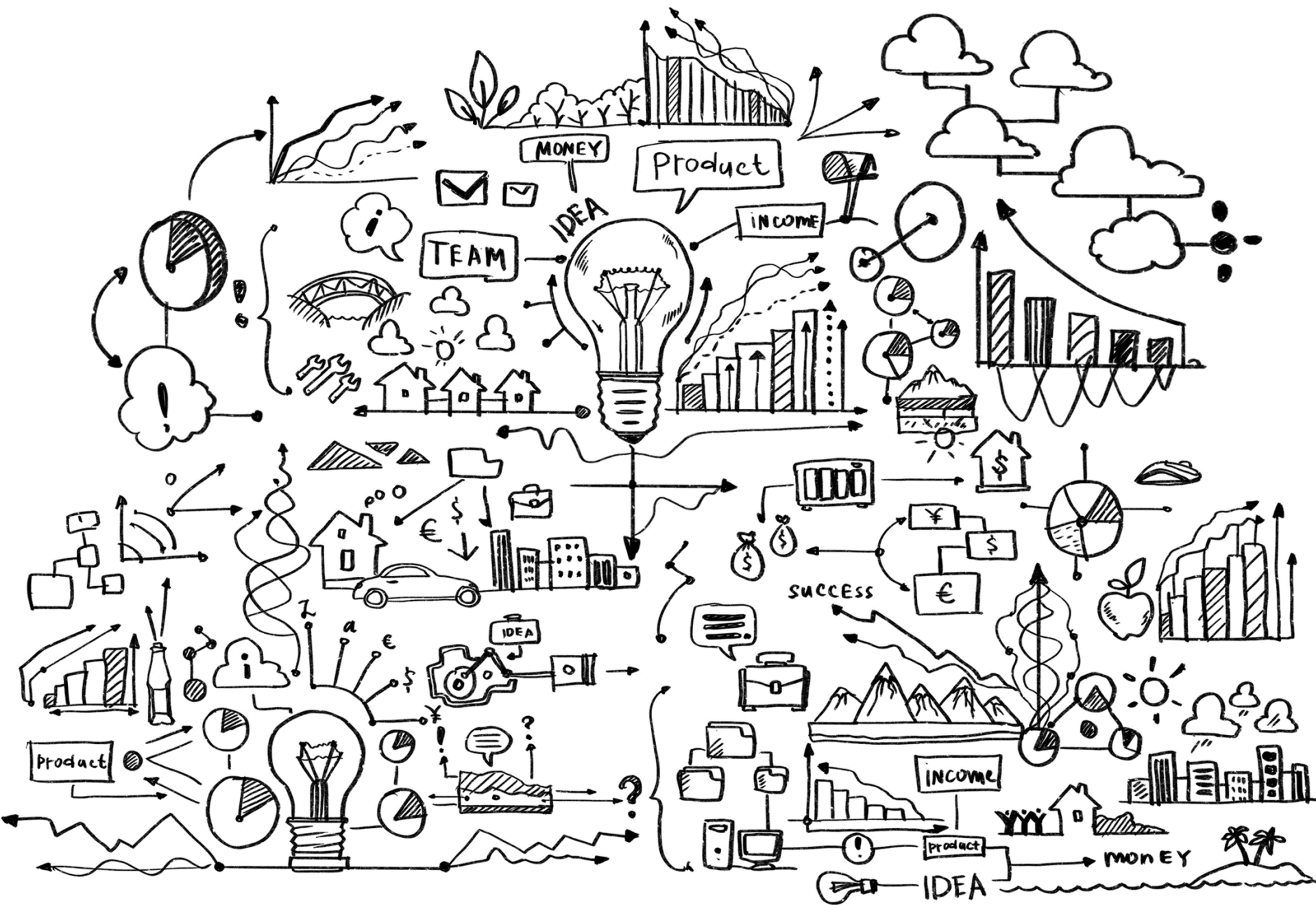


300+

Buyer
conversations

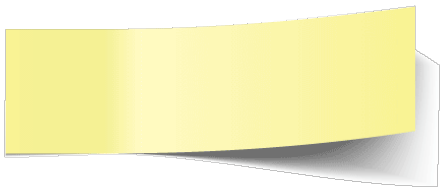
WHAT DO SALES WINNERS

DO DIFFERENTLY?

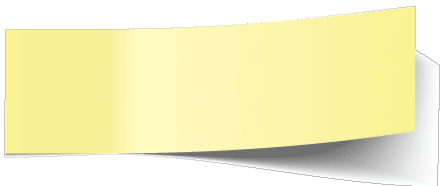




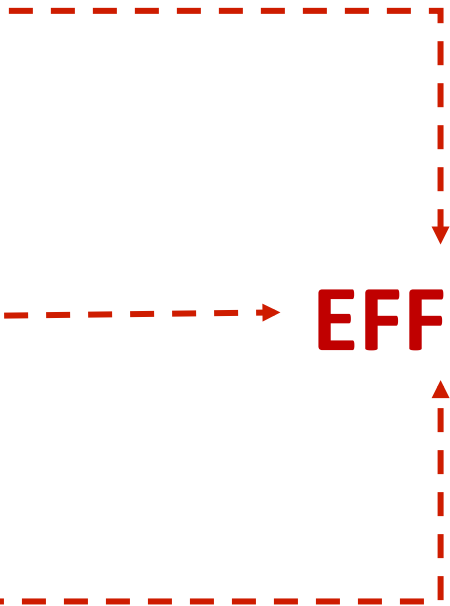
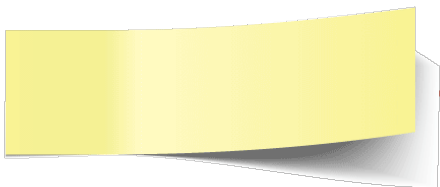
3



2



1



EFFECT --- **WIN**

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Guest

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Selling Is Not About Relationships

by Matthew Dixon and Brent Adamson | 9:29 AM September 30, 2011

Comments (291)



*This post, the first of a four-part series, is also part of the HBR Insight Center **Growing the Top***

Ask any sales leader how selling has changed in the past decade, and you'll hear a lot of answers.

TOP 10 ATTRIBUTES SEPARATING WINNERS FROM SECOND-PLACE FINISHERS

1

2

3

4

LISTENED TO ME

5

UNDERSTOOD MY NEEDS

6

7

CRAFTED A COMPELLING SOLUTION

8

9

CONNECTED WITH ME PERSONALLY

10

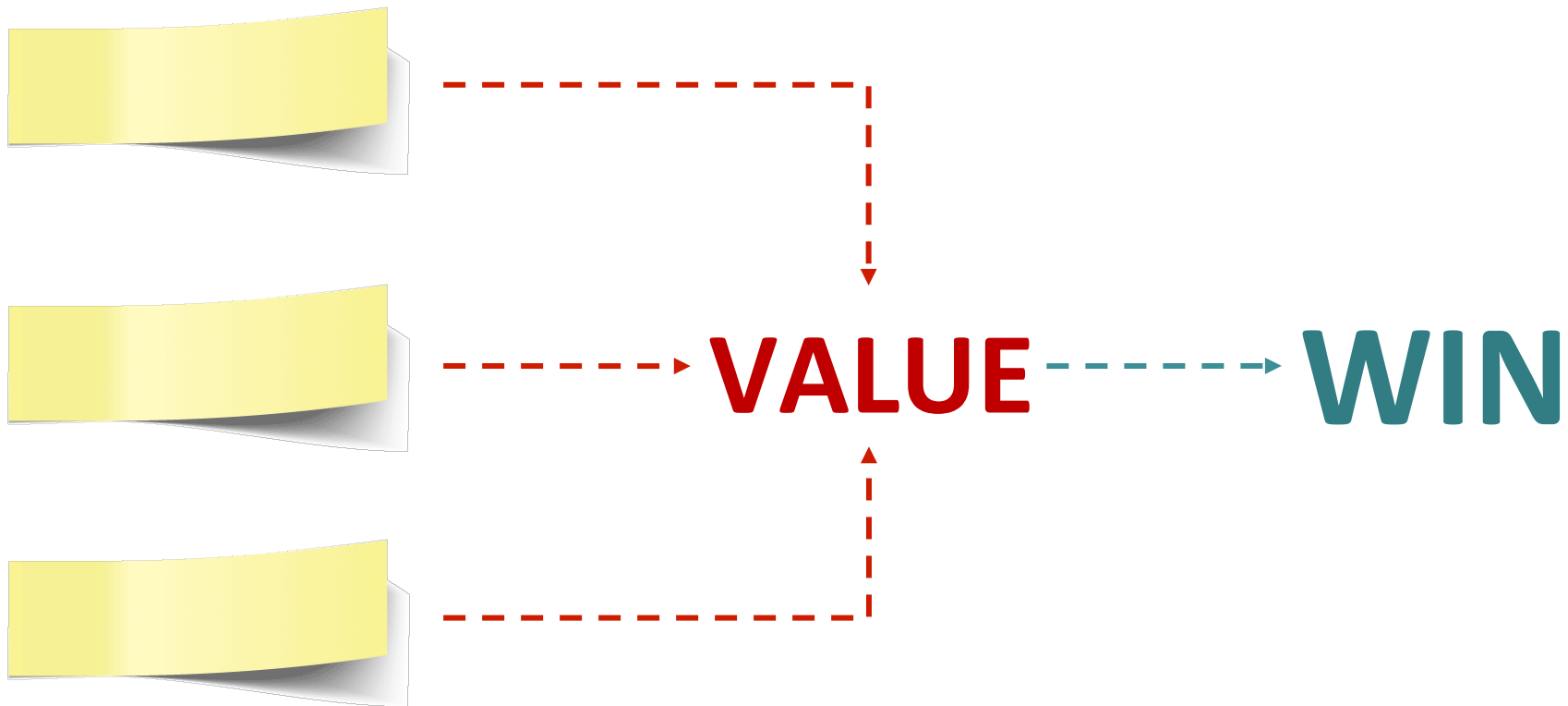




CONNECT

PEOPLE

DOTS





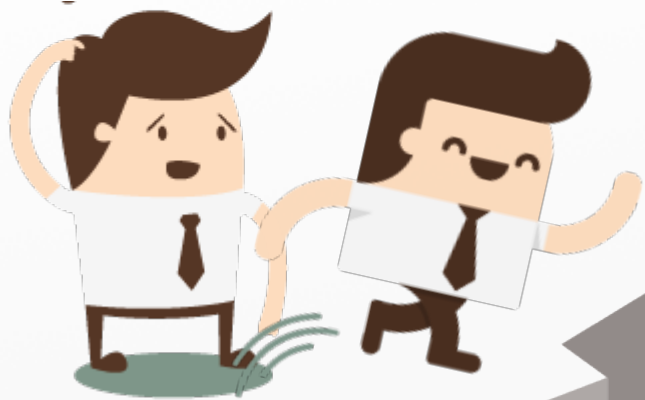
The Armageddon approach to sales doesn't help anyone. When, for example, a serious journal like the *Harvard Business Review* publishes an article titled “The End of Solution Sales,” it damages the credibility of all involved.



A. MESMER



CONVINCE





CONVINCE

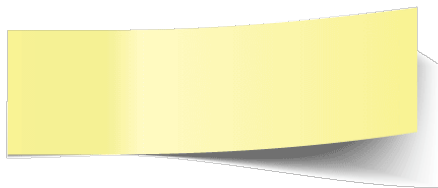
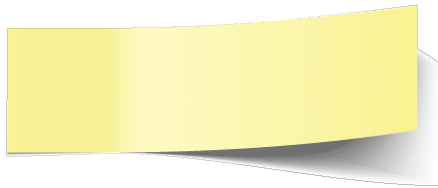
Max Return
“Resonate”

Min Risk
“Substantiate”

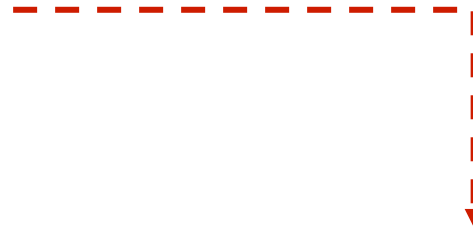
Best Choice
“Differentiate”



OVERALL **VALUE** SUPERIOR



CONNECT



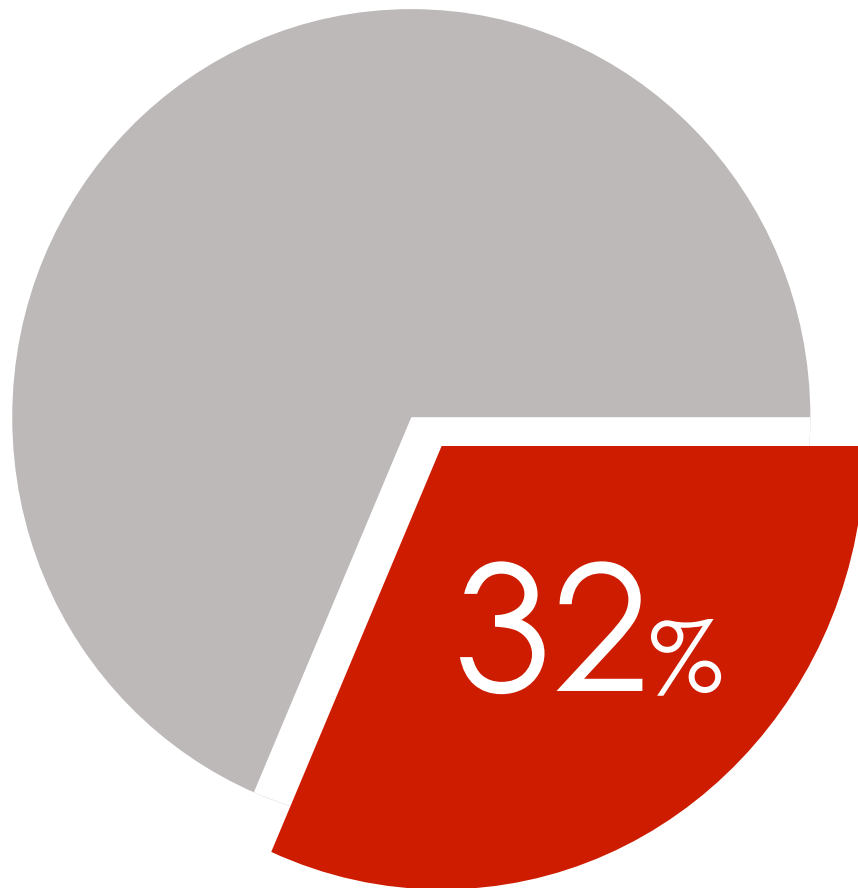
VALUE



WIN







10x
EFFECTIVE

2.8x
MORE LIKELY
to say WINNERS collaborated

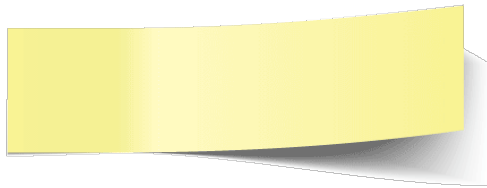
3x
MORE

Educated me with
new idea and
perspectives





COLLABORATE



CONVINCE

CONNECT



VALUE



WIN



TOP 10 ATTRIBUTES SEPARATING WINNERS FROM SECOND-PLACE FINISHERS

1 **Educated me with new ideas or perspectives**

2 **Collaborated with me**

3 Persuaded me we would achieve results

4 Listened to me

5 Understood my needs

6 Helped me avoid potential pitfalls

7 Crafted a compelling solution

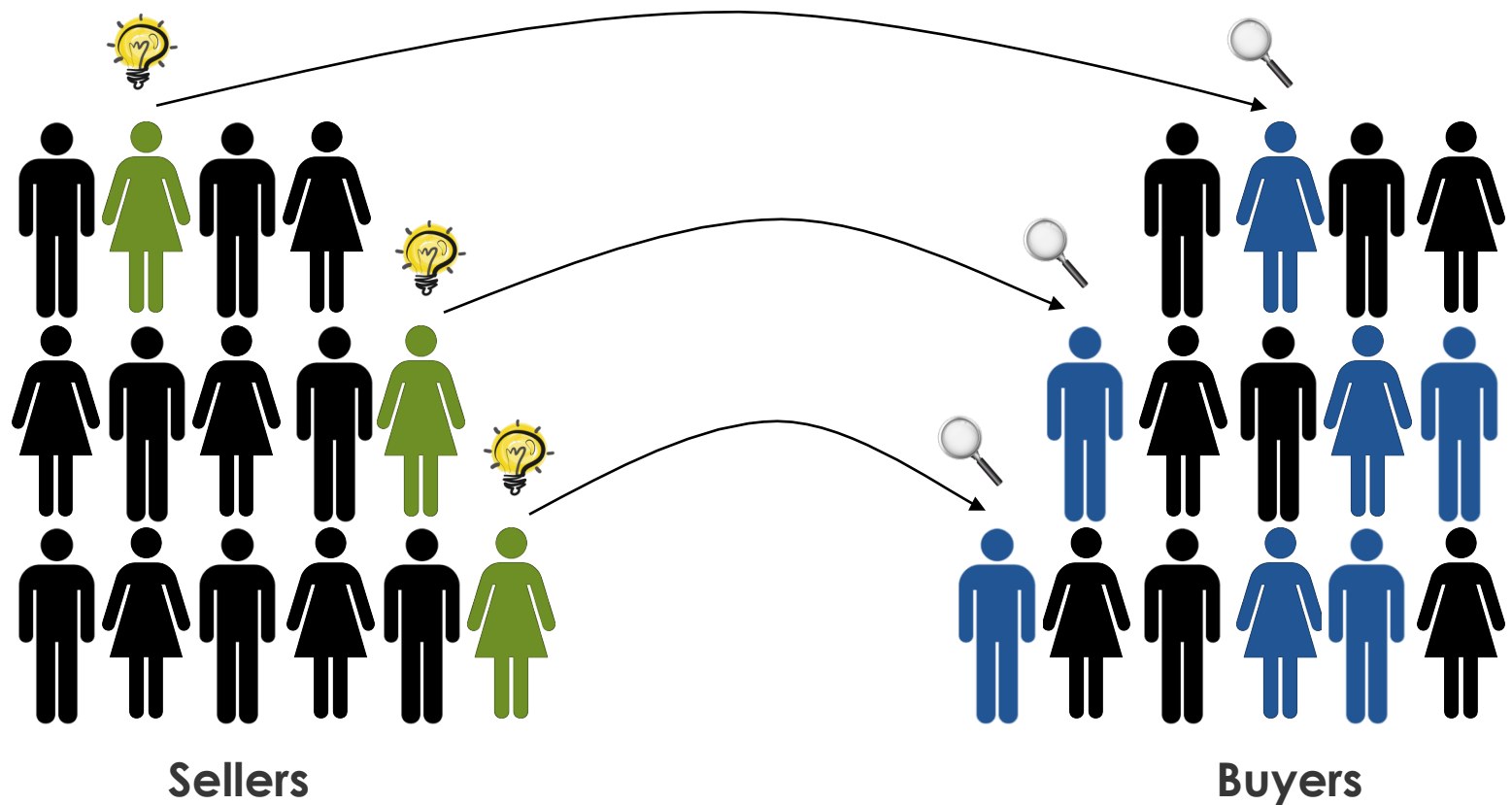
8 Depicted purchasing process accurately

9 Connected with me personally

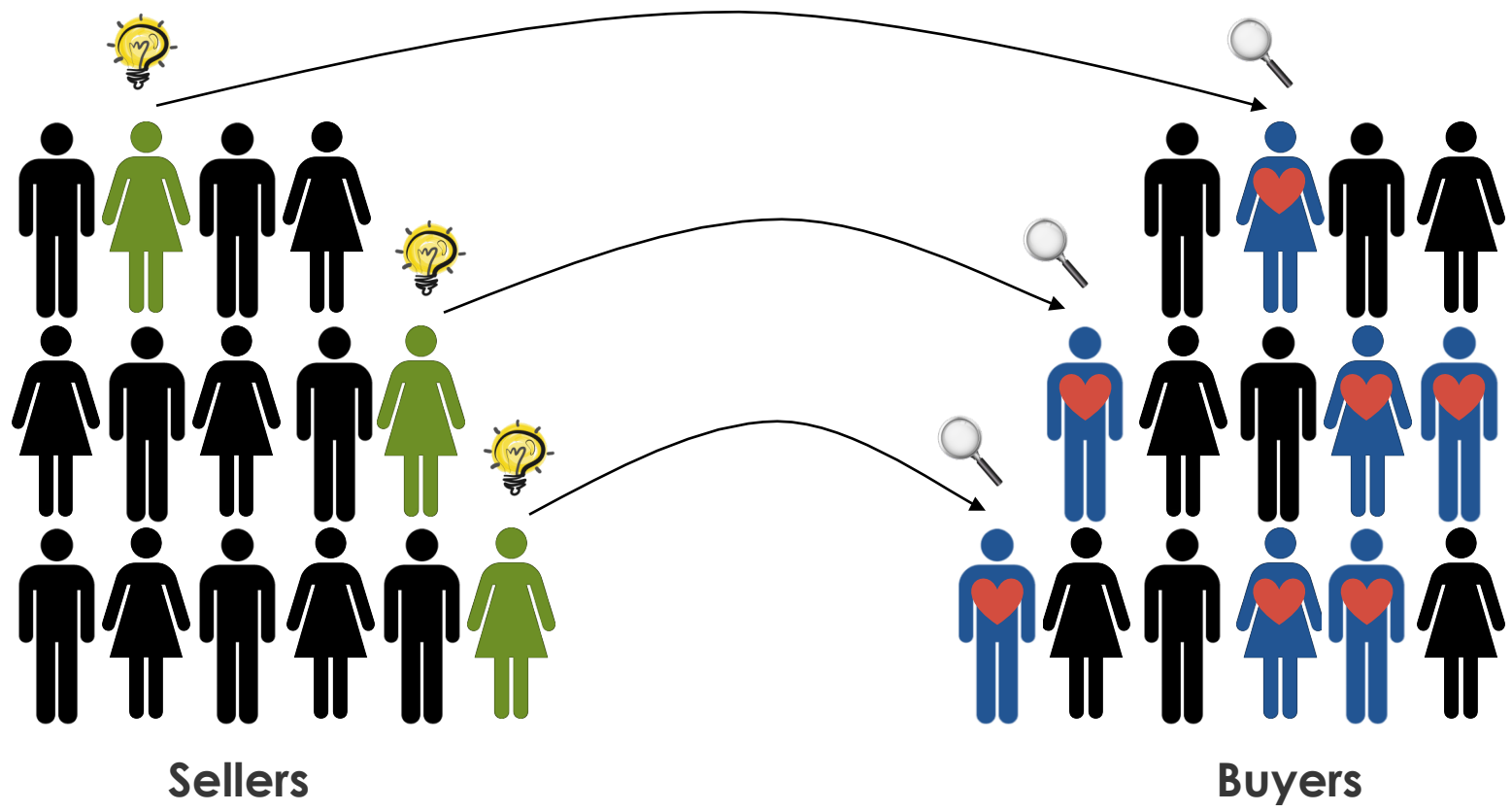
10 Overall value from the company is superior

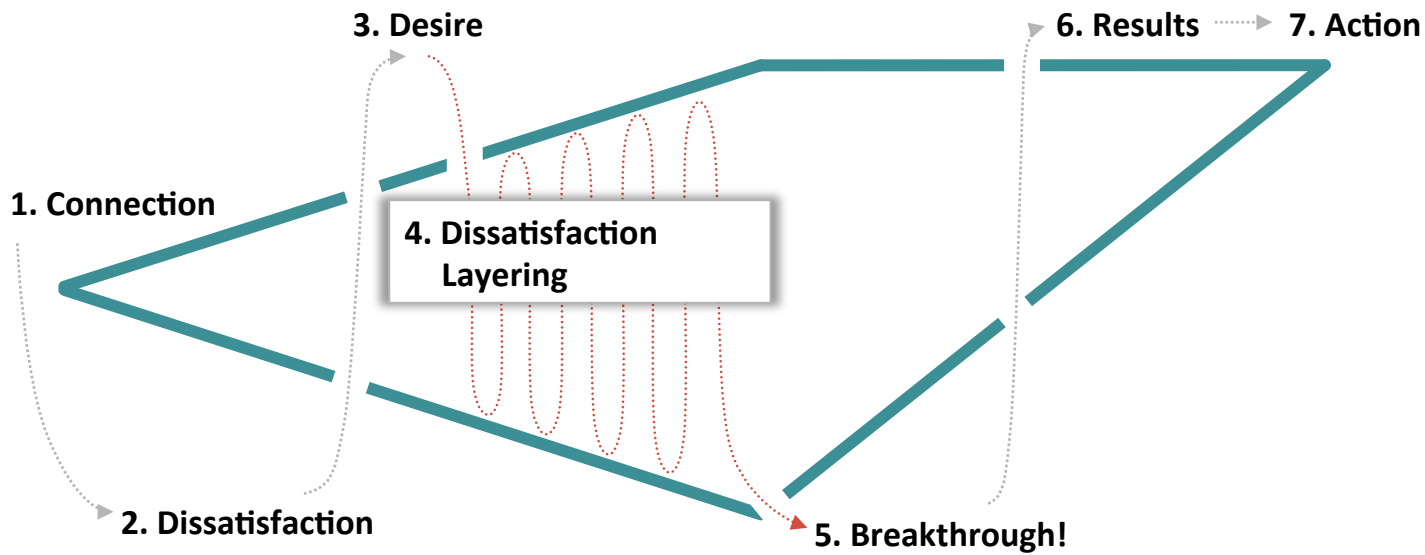


From Your Head to Your Buyers' Head



From Your Head to Your Buyers' Heart





A “Convincing Story” and the Three Levels of RAIN Selling





Value



Insight Selling



Sales

COLLABORATE

CONVINCE

CONNECT



VALUE

WIN





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