Selling Consulting Services 2.0 with RAIN Selling℠
Your Roadmap to Sales Success

- I. Understand What it Takes to Sell Consulting
- II. Develop a Value Proposition that Sells
- III. Lead Masterful Sales Conversations
- IV. Build Real Trust and Rapport
- V. Uncover the Full Set of Client Needs and Desires
- VI. Articulate the Impact Your Solution will Have on the Client
- VII. Handle Client Objections
- VIII. Craft Your Solution & Present a Winning Proposal
- IX. Close the Deal
- X. Fill the Pipeline with Qualified Leads
- XI. Plan for Success

SellingConsultingServices 2.0 with RAIN Selling

The Six Core Modules

Module 1: Key Concepts of Selling Consulting Services

Module 2: Developing a Value Proposition that Sells

Module 3: The RAIN Selling^{SM} Methodology: Your Roadmap to Successful Sales Conversations

Module 4: Crafting a Winning Solution and Closing the Deal

Module 5: Filling the Pipeline with Qualified Leads

Module 6: Planning for Success

So you didn't start your career in consulting to become a salesman.

However, at some point you realized that either to advance in your career or to break off and start your own consulting practice you need to be able to bring in your own book of business. You find your job is no longer just about delivering your expert services.

Now you need to sell, market, and manage people. (Oh, and you're still expected to deliver great client service.) You didn't learn how to do this in school. You're not prepared for this.

Not yet…

Module 1: Key Concepts in Selling Consulting Services 2.0

Lesson 1: Introduction to Selling Consulting Services
Learn how your program leaders, Mike Schultz and John Doerr, grew their consulting firm from zero to a multi-million dollar business. You'll also receive tips on getting the most from your SCS 2.0 Membership.

Bonus Lesson: Becoming a Rainmaker
Learn what takes to become a top-performing seller. Top performers are committed to certain actions that help make them successful. We explore the drivers behind sales success, the hidden detractors that inhibit top performance, and the 10 Rainmaker Principles followed by top salespeople.

Lesson 2: The Unique Dynamics of Selling Consulting Services
Misconceptions about selling consulting abound. You'll learn why you need to ignore all the sales techniques you've read about and what it takes to become a rainmaker (hint: you already have many of the skills you need to be successful in sales).

Lesson 3: What is Selling?
Do you use the word *marketing* and *selling* interchangeably? In this lesson you'll learn how marketing and sales differ and how they work together as a part of one process. Plus, you'll learn the most common mistakes sellers of consulting services make, according to your buyers, and how to fix them.

Lesson 4: Why Buyers Want to Pay More for Your Services
Think buyers just want to pressure you on price and always choose the lowest price provider? Think again. Learn how to sell the value of your services in a way that will win you more new business at higher prices, and get you earning higher profits.

Module 2: Developing a Value Proposition that Sells

Lesson 5: Create a Meaningful Value Proposition & Positioning Statement

Everyone is told they need to understand and articulate their value if they want people to buy, but few people know how to actually do it. In this lesson, you'll learn:

- 3 keys to developing a wining value proposition
- How to introduce yourself to prospects in a memorable way
- How to identify the true value of your services and how to articulate it
- Strategies to capitalize on the benefits you provide clients
- How to describe and build enthusiasm for hard-to-describe services
- How to uncover the hot buttons that drive clients to hire you, and keep buying

At the conclusion of this lesson, you will have created a value proposition for a service you offer, which means you will be able to communicate to your prospects the value you deliver in a meaningful way.

All good business development starts with knowledge of your client.

How do you help your clients?

What value do you deliver?

How can you communicate this value to clients and prospects in a memorable and enticing way?

Module 3: The RAIN Selling℠ Methodology

Lesson 6: What is RAIN? Your Roadmap to Sales Conversations
You'll be introduced to the RAIN Selling℠ process, a proven, research-based methodology designed specifically for selling consulting services.

Lesson 7: How to Build Trust and Rapport
Trust is the foundation of all sales. In this lesson you'll learn the building blocks to trusting relationships along with essential tips for building real rapport with prospects (hint: real rapport is not just talking about how much you both like fishing).

Lesson 8a: How Do You Help Your Clients?
In this lesson, you'll learn the different categories of client needs and how to identify the most vital needs your prospects may have.

Lesson 8b: Questioning Techniques that Uncover the Full Set of Your Clients' Needs
Successful sellers use targeted question to uncover the needs their firm is best equipped to meet. You'll learn questioning techniques that uncover the full set of your clients' needs while at the same time convincing the prospect that you're the one to help them. Plus, we'll share some of our favorite questions that you can use in your next conversation.

For sales success you must have a process to follow. But not just any process will work for selling consulting services.

You face a long sales cycle, you're selling high-ticket, high-end services, and after the sale you have to work with the client.

RAIN Selling ℠ is a proven, research-based methodology designed specifically for selling consulting services and the unique challenges you face.

You'll learn how to sell without being salesy – making conversations with prospects more comfortable and more successful.

Lesson 9: Sales Presentations that Win
This lesson covers the keys behind great presentations and demonstrations, the common mistakes that derail presentations, and provides examples and templates to help you build and deliver presentations that win.

Lesson 10: Uncovering the Impact of Your Services so You Can Sell More with Less Resistance
What impact will buying from you have on the prospect and their business? Get your prospect to answer this question and you'll know just how important reaching the desired future state is to them (and what your prospect might spend) to solve the problem. You'll learn strategies to employ to uncover the impact of your solution, including how to build your own impact model.

Lesson 11: Leading Masterful Sales Conversations that Result in New Clients
For every service you offer you have to have a solid understanding of who needs the service (targets), the needs that service fulfills (the value), and the benefits your clients receive as a result of the service (the what's in it for me). Equipped with this knowledge and the RAIN Selling^{SM} process you'll learn how to lead masterful sales conversations.

Lesson 12: How to Handle Objections & Get Closer to the Sale
Objections are a natural part of sales. If they don't come up, it often means the prospect isn't interested. When they do (and they will) you need to know how to overcome them. This lesson covers a 5-step process for handling objections, the four major types of objections – NUT$, and how to respond to them in a way that will get you closer to the close.

Lesson 13: Succeeding with the 8 Buyer Personas
Not all buyers are alike in their buying styles and preferences. How Decisive Danielle buys is very different than Collaborative Claire. And how Relationship Renee buys is very different than Skeptical Steve. This lesson covers the core 8 Buyer Personas that all sellers must be able to identify, approach the right way, and learn to help buy.

RAIN Selling℠ Simulation

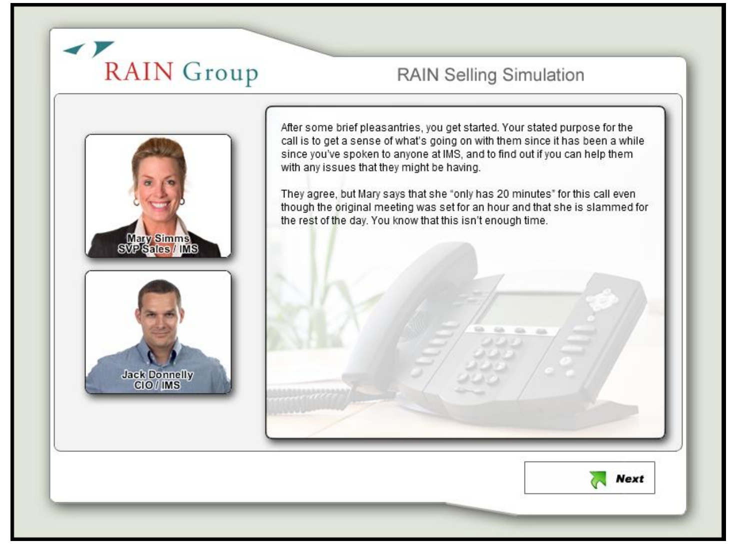
This choose-your-own-adventure sales game is a fun and exciting way to test your skills and apply your knowledge is a simulated sales situation.

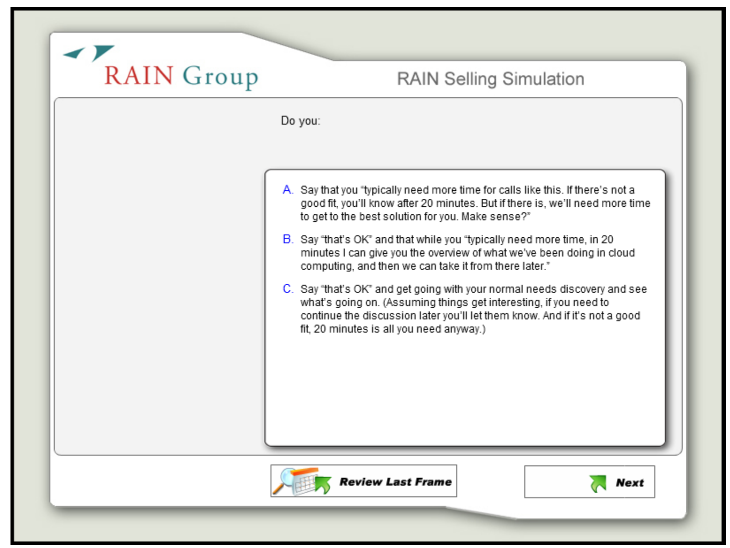
You walk into a meeting with the purpose of closing a deal you've been working on for six months. About 10 minutes in, after the prospect has said they're a go, he says, "But budget's going to be a problem. We'll need to do it for 10% less."

Millions of dollars are at stake. What do you say?

These are the kinds of scenarios you'll face in the RAIN Selling℠ Simulation, a two-part, sales 'game' you'll play during the course of the program.

You'll immediately apply your new learning in the simulation where you'll work to win the most sales by using the techniques and tactics in a real life sales situation like the one above. Plus you'll receive immediate feedback on what you could have done to increase your sales success.





Module 4: Crafting a Winning Solution and Closing the Deal

Lesson 14: The New Reality Your Solution Delivers
We are all in the business of change. It is how you paint the picture of change and present it to your prospect that has an effect on your ability to sell. Learn how to present a compelling picture of how your prospect's situation will improve if and when they engage your services.

Lesson 15: Getting the Fees You Deserve
You'll learn how to present the value of your services in a way that allows you to charge and get premium fees. To do so you must stop selling time for money and start basing fees on the value you provide. This lesson gives you the keys to command higher fees for your services.

Lesson 16: To Propose or Not to Propose
In this lesson, you'll learn how to avoid the most common proposal mistakes and how to determine when it's the right time to submit a proposal.

Lesson 17: Creating a Winning Proposal
Learn how to write winning proposals at any price by focusing first and foremost on the prospect and their goals, not your consulting process.

Lesson 18: Winning the Deal
Understand what it takes to win the deal, including how to set the table for success and close with the right actions (without using manipulative closing techniques that destroy trust and the relationship).

You've uncovered needs, you've developed great rapport with the prospect, you're sure you can help them accomplish their goals.

Now it's time to develop the solution, present, and close the deal. Much selling success is determined here.

Module 5: Filling the Pipeline with Qualified Leads

Lesson 19: Making Lead Generation Work for You
In this lesson, you'll learn what it takes to successfully fill the front end of your pipeline with qualified leads. You'll learn about the BANT model for qualification and how to use our Marketing and Sales Funnel tool.

Bonus Lesson: Keys to Qualifying Prospects
Dig deeper into the qualification process. You'll learn how top sales people are constantly evaluating which opportunities are worth pursuing and how much effort and energy they should devote to each one. We'll teach how to qualify buyers using Faint (which we think is an even more effective approach than BANT), allowing you to focus your time and energy on the best possible buyers.

Lesson 20: Keys to Identifying Profitable Prospects
You can't market and sell if you don't know who you should be marketing and selling to. In this lesson, you'll learn how to get your message to the right people.

Lesson 21: Lead Gen and Nurturing: Calling, Direct Mail, & Creating Content
After completing this lesson, you'll know how you can use calling, direct mail, and publishing to generate and nurture leads for your services.

Buyer attention spans are short, decision makers are hard to reach, there's 100 times more noise and clutter than just a few years ago, and it takes more than networking, referrals, and repeat business to maintain a healthy pipeline of qualified leads.

Lesson 22: Cold Calling for New Business
Calling, cold and warm, is one of the most effective ways to generate leads. In this lesson you'll learn the 6 essential prospecting approaches, how to respond to common pushbacks, and how and when to use voicemail for success.

Lesson 23: Lead Gen and Nurturing: Networking, Referrals, & Social Media
After completing this lesson, you'll know how you can use networking, referrals, and social media to generate leads for your services, including when to use these tactics, samples, and common pitfalls to avoid.

Bonus Lesson: Networking and Relationship Building
If you generate leads through relationships, and meeting people at conferences, events, and online could be important to your business, you need to understand how to network and build relationships. Learn how to use networking and referrals to generate leads for your offerings on an ongoing basis and build the relationships that you need to succeed.

Bonus Lesson: Selling with Social Media
It's no secret that social media has exploded in recent years. Many entrepreneurs, professionals, and salespeople are capitalizing on creating relationships and generating leads through social media. This lesson covers the keys you must know to find leads online, build relationships, and leverage social media for your sales success.

Lesson 24: Which Tactics Are Right For You?
Not all lead generation and lead nurturing tactics work the same for different consulting firms. You'll learn what you need to know about your prospects, about yourself, and about your firm in order to choose the tactics that are most likely to be successful for you.

Module 6: Planning for Success

Lesson 25: Sales Call and Opportunity Planning
If you want to succeed in every call, you have to determine what success looks like, what actions you're going to take to achieve that success, and what might stand in your way of getting there. If you know the answers to these questions, you'll increase your odds of succeeding. In this lesson, we'll introduce you to a powerful Sales Call Planner tool to help you answer six key questions before every sales conversation.

Lesson 26: Goals and Action Planning
It's a fact. Sales people that have written goals and action plans are much more likely to become top revenue producers. This lesson covers RAIN Group's 6 Minute Goals system to help you create your own set of goals, an action plan to achieve them, and a goals ritual to help you stick with them.

Lesson 27: On the Road to Millions
Following the Selling Consulting Services roadmap you're now equipped with the knowledge, tools, and process you need to succeed in selling your consulting services. In this lesson you'll learn how to build and sustain your hustle, passion, and intensity for selling over the long haul.

All's for naught if you don't have a plan and hold yourself accountable to it.

In this module, we'll give you the tools you need to set goals and develop your personal business development plan leading to success.

RAIN Selling^{SM} Email Reinforcement Program

Regardless of how long you've been in sales, Rainmaker Principle #10 stands true: assess yourself, get feedback, and improve continuously.

The problem with most training programs is that they follow a “car-wash” mentality. You’re in, you’re out, and the expectation is: you’re ready to sell. But, this is not how real learning (or successful selling) happens.

We created Selling Consulting Services 2.0 based on our years of experience, research, and insights. We've seen first-hand what works and we know it can’t be mastered in just a few months.

The email reinforcement program is designed to help you retain the core RAIN Selling^{SM} concepts so they become second nature to you. These messages are packed full of practical advice, quick tips, and guidelines to help you become a top performer. You'll also receive scenario emails that will put your retained knowledge to the test. These emails prompt you to submit an answer based on a described sales scenario. Then you'll receive feedback on your choice. It's quick, fun, and goes a long way in helping you keep your sales skills fresh.

You’ll receive emails on a regular schedule (1-2 emails/week) for a year. Don’t worry though, they’re quick reads. It only takes a few minutes to read each message once it arrives. You’ll be surprised by the powerful impact on your daily performance and motivation!

What You Get in Selling Consulting Services 2.0

As a part of this program, you'll receive:

- **27 Training Lessons:** At least 1 new lesson will be released every single week over the course of 4 months walking you through the 6 modules. Lessons are delivered in text, video, and MP3 audio for your convenience and learning preference.
- **Worksheets, tools, checklists, and templates:** Following each lesson, assignments will be available for you to download and complete to help you immediately put the new learning into practice.
- **Monthly Q&A Coaching Calls:** One of the cornerstones of this program includes regular Q&A calls to work through issues and problems as they arise. We dig into the issues you face in selling your consulting services and provide specific feedback for your situation.
- **Expert Forums:** The course instructors are active participants in the forums and will provide direct feedback on your value proposition, sales conversations, proposals, and whatever specific challenges you face selling your services.
- **RAIN Selling℠ Simulations & Email Reinforcement Program**

What Members Are Saying

"I have enjoyed Selling Consulting Services tremendously. The information was comprehensive and thought provoking. Also, I could go through the materials at my own pace. Although I have been selling services for over 10 years, there were many excellent tips and thoroughness to the methods that helped me improve my preparation, presentation, and close techniques."

- Greg Curtis, Cost Savvy, LLC

What's it Cost?

Typical sales training programs cost thousands of dollars, require travel, and often teach you strategies that simply don't work for selling consulting services.

Not only are we going to give you implementable strategies that work specifically for selling consulting services, but we're doing it a very low monthly fee.

For just $197 / month you'll gain access to all lessons, exercises, monthly Q&A coaching calls, and member forums. The entire program takes at least 4 months to complete with at least 1 new lesson being released every week.

You can cancel your membership at any time and will not be charged for another month. And, we're offering a **30-day 100% money back guarantee**. Give the program a test drive and if you don't like what you see, cancel within the first 30 days and we'll refund your entire first month's tuition.

Plus when you sign up, you'll also gain access to *How Clients Buy Professional Services Benchmark Report* (a $345.00 value), absolutely free.

Check out the details and sign up at www.SellingConsultingServices.com

"The Selling Consulting Services program's approach is spot on for what consultants and business advisors need to learn to gain trust, build genuine relationships, and sell successfully. Terrific program."

- Charles H. Green, author of *The Trusted Advisor* and *Trust-Based Selling*