



CCAP07 – PS Professional® Rainmaker Foundation

Description

What do we mean by Rainmaker?

The main goal is to make technical people more commercial and more sales oriented and commercial. The challenge with technical people is the need to be recognised as an expert, which leads to Rolls Royce solutions, things customers don't want or need. This is at conflict with how you want to behave to develop effective outcomes with customers.

Rainmaker deals with everything in the sales cycle from client needs identification, honing consultative skills to writing winning proposals. The secret to success is being really customer and sales oriented, with a true entrepreneurial spirit, a rainmaker (make rain where there isn't any) who has earned the right to sell more. You're ahead of the game understanding what customers want and making sure every interaction and touch point stands out and makes a difference, whilst making a profit for the organisation.

Rainmaker has 3 levels of accreditation:

- Foundation
- Practitioner
- Professional

What are the foundations of being a Rainmaker?

The foundations for a strong rainmaker are being good in front of the customer and accurately translating what they want, not what you have. The key to building these foundations are developing the ability to research and plan the customer meeting in advance and ensure the right conversations occur during the meeting, and then map to your portfolio. Finally translating this into a clear scope or bid.

Learning Objectives

Participants completing this course will be able to:

Mastering scope and bid management

- Being able to document a very high quality and concise scope of work and bid following customer discussions and internal meetings, which is clear and measurable but stands out by giving the customer the wow factor

Client meetings effectiveness

- Having the ability to ensure that every customer meeting has the relevant return on investment and manages to hit the spot because of the ability to re-plan and understand where the customer may be in advance of the meeting

Client needs identification

Possess the skill to be able to ask very good questions, that enable you to get the customer to articulate their issues for you to address, and have the skill to see the wood from the trees by being able to identify and translate what the real needs are.

Successful candidates will receive an internationally recognised PS Professional® Rainmaker Foundation certificate, which is administered by the APM Group.

Course Materials

Participant Manual, Case Study materials including sample answers, access to PROMOTE® for 90 days after course completion, Insight Selling by Mike Schultz and John E. Doerr. The course content in Shipleys Proposal Guide v4.0 and Capture Guide v3.0 that you will be tested on for the Rainmaker Foundation Exam has been included in participant manual. You can purchase the Shipleys Proposal Guide v4.0 and Capture Guide v3.0 directly from the publisher.

Intended Audience

This course is aimed at participants working:

- Technical staff, Bid teams, Account Managers, Sales Managers, Sales teams who sell solutions (not off-the shelf products or commodities), Business Developers

Course Duration

Orientation Session, plus 12 hours of pre-work, plus 3 days classroom training

Learning Time

The pre-course work is recommended in order for the learner to obtain full benefit of the time spent with the trainer in the classroom. The pre-course work will be given to you at the Orientation Session & upon receipt of will take approximately 12 hours of self study time.

This is a 3 day module which starts at 08:00 and finishes at 17:00.

Learners must be aware that there is evening work required on Day 1 and Day 2 of the course.

Learners will write a Foundation examination which takes place in the form of 75 multiple choice questions during the afternoon of the last day of the course. You need to achieve a minimum of 35 correct answers out of 70 questions in order to pass the examination.

Training Medium

Blended Learning, Self study, Class room, Lecture, Exercise based

Course Topics

- 7 Business Development Process Phases
- Principles that Apply to how People Buy
- Process Phases, Decision Gates and Colour Team Reviews
- 3 Levels of RAIN Selling
- Value Propositions
- Persona's
- The Convincing Story Framework

Would you like this training adapted to your needs? Contact us for a proposal.

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