

What are the RAINMAKER Workshops?

Rather – who is a RAINMAKER ?

A RAINMAKER is a person who makes it rain – despite all the ifs & buts! They are there in every profession. A cricketer who beats all odds and all circumstances to consistently deliver over 20 years of international cricket is a RAINMAKER. An actor who re-invents himself every decade and still remains relevant and delivers hits at the box office is also a RAINMAKER.

In the context of sales and selling: They are the people who bring in big revenue, good margins, sell new products, and sell new technologies. And they do that through thick and thin, good economy and bad economy. They can sell regardless of price, regardless of competition and despite internal company problems.

It is easy to be a salesperson – but it is difficult to be a RAINMAKER. What makes a salesperson a RAINMAKER is that they consistently generate more sales. Are they rare – yes they are very rare and so they are very special.

So how do we get more of our sales people to become RAINMAKERS ?

What differentiates RAINMAKERS is that they relentlessly keep doing things that ordinary salespeople sometimes do or never do. At FOCUS what we believe is that – the wisdom to become RAINMAKERS lies with each and every person in a team. Sometimes though, we forget. The whole objective of the workshop is hence to go back to the fundamentals of the selling process – and take the journey of a salesperson together with the group.



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Ask most sales persons however and they detest trainings. Why? Because too very often it becomes a one-way street of a wise-old-man downloading his years of experience through complicated procedures and endless power point slides!

And that's where the FOCUS experience stands out uniquely:

- **The use of experiential learning tools**

"What you hear - you forget, what you see - you remember, what you do - you understand" said Confucius. We do agree! The RAINMAKER Workshops use experiential learning tools to engage individuals and teams in challenges, gently prodding them to reflect upon these experiences and arrive upon a renewed understanding of the sales process!

- **The use of "The Power of Play"**

As it is said, play is called "recreation", because it makes us new again. It re-creates us and our world. It promotes mastery of our craft and is an essential part of the creative process. By encouraging participants to get into the spirit of PLAY, the workshop encourages participants to test their own understandings

- **The Power of Facilitation**

Unlike in training programs where inputs are largely one-way from the trainer to the audience, we believe that participants know their situation best. And the solutions to the issues they face always lie within the group. Hence, with the aid of facilitation, discussion, debates & role play – the workshop brings forth the innate understanding of the team to the fore.

The learning objective of the workshop is to have a sales team that believes and is keenly aware of the nuances of selling – and importantly, is charged up about doing the same. The gamut of the training covers: Essential selling skills, Large account management and Negotiation skills.

FOCUS Adventure headquartered in Singapore is one of the leading companies in the field of corporate learning with over 14 sites in Singapore, Malaysia, Indonesia and China. Established in 1996, the company has seen more than 300,000 professionals, executive and management staff experiencing its highly impactful programs.

We are proud of our clients – a complete list of whom can be found in the link below:

<http://www.focusadventure.in/focus-adventure-customers.html>

For more on FOCUS Adventure, do visit our website mentioned below.

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