



SALES TRAINING SERVICES

Sales Training, Built to Perform.

Timolyne Group delivers award-winning online sales training — powered by our partnership with RAIN Group® — that turns raw selling activity into skills your team applies every day.

For sales teams that need more than a one-time workshop, we pair RAIN Group's video- and exercise-based curriculum with personalized Application Coaching from a Timolyne Group Advisor, so new skills make it into the field and stick.

1

LEARN

Micro-learning, videos, and exercises that introduce each skill before every session.

2

PRACTICE & REFINE

Interactive sessions built around practice, application, and feedback — reinforced between sessions.

3

APPLY

Hands-on assignments and Advisor coaching turn new skills into on-the-job results.

11 Programs, 70+ Blocks covering every stage of the sale cycle

Available to Timolyne Group clients through our partnership with RAIN Group and the Sales Xceleration® network — a fully portable curriculum you control.

HOW IT WORKS

Learned, Practiced, and Reinforced

For training to have a true impact, it needs to be learned, practiced, and reinforced over time. That's the model behind every program we deliver through our RAIN Group partnership.

- Micro-learning, videos, and exercises delivered ahead of every session so sellers walk in ready
- Highly interactive, collaborative sessions that prioritize practice, application, and real-time feedback
- Between-session refinement, where sellers build confidence and take ownership of new strategies
- Hands-on assignments that challenge participants to apply new skills to real-life scenarios
- Ongoing reinforcement through micro-learning and video, building expertise week by week
- Optional Application Coaching Sessions from a Timolyne Group Advisor for a blended learning experience

The RAIN Group Curriculum

With over 70 portable, modular blocks across 11 programs, you control your own curriculum — arming your team with exactly the skill content it needs to master at every stage of the sale cycle.

Foundations of Consultative Selling

Focuses on how to lead consultative sales conversations — the RAIN Selling strategies and tactics that are the foundation of successful selling.

Advanced Consultative Selling

Teaches sellers how to inspire buyers, drive change, and differentiate based on the value they bring to the table.

RAIN Sales Prospecting

The techniques, templates, and tools to build winning prospecting campaigns using LinkedIn, email, phone, and more.

Winning Major Sales

Effective strategies and a proven, reliable process to win your biggest and most challenging sales opportunities.

RAIN Sales Negotiation

A tried-and-true framework, comprehensive strategies, and tactics for negotiating the best deals.

Virtual Selling

How to lead exceptional virtual sales meetings that influence and impress buyers online.

Selling to Senior Executives

How to shift your mindset, align solutions with strategic objectives, and navigate complex selling situations with senior buyers.

MORE OF THE CURRICULUM

Rounding Out the Program

Four more programs round out the full RAIN Group library — covering account growth, personal productivity, and the skills your sales leaders need to coach and manage a team.

The Remaining Programs

- Strategic Account Management — turn account growth potential into account growth reality
- 9 Habits of Extreme Productivity — maximize motivation and take control of your time
- RAIN Sales Management — keep sellers motivated, accountable, and coached to top performance
- RAIN Sales Coaching — coach sellers to their greatest potential in every opportunity
- Every program is available individually or bundled into the full 11-program subscription

Application Coaching

Sales Xceleration Advisors deliver Application Coaching Sessions between RAIN Group modules — a blended learning experience that combines online training with live, personalized coaching. Session frequency and duration are tailored to your team.

INVESTMENT

Pricing

Straightforward, per-user pricing for a program built to scale with your team:

- One-year subscription to all 11 RAIN Group programs: \$985 per user
- Unlimited access to all 70+ modular training blocks for the full subscription term
- Application Coaching Sessions from a Timolyne Group Advisor, priced by session frequency and duration
- No long-term contract — pricing is per user, per year
- Volume pricing available for full sales teams
- Available as a standalone subscription or bundled with any Timolyne Group engagement

WHO IT'S FOR

Built for Growing Sales Teams

Sales Training is available as a standalone subscription or as an add-on to any Timolyne Group engagement — a natural complement to a Sales Management or Sales Infrastructure build, giving your whole team a shared language and skill set to run on.

OPTIONAL

Add-On Services

Available by addendum to extend and reinforce your training investment:

Sales Management

Implementation of your sales infrastructure components, weekly sales meetings, and one-on-one salesperson coaching.

Sales Infrastructure

Design and build of the goals, compensation plans, sales process, CRM, forecasting, metrics, and playbook your team needs to scale.

BACKED BY A PROVEN NETWORK

Why Timolyne + RAIN Group

- Powered by RAIN Group, an award-winning online sales training organization, delivered through the Sales Xceleration® network
- A network serving 8,000+ clients across the U.S., Canada, UK, and Australia
- Local, hands-on coaching from Timolyne Group, backed by national resources, tools, and proven methodology

Let's Build a Team That Never Stops Learning.

Tim Winings | Timolyne Group LLC / Powered by Sales Xceleration

(216) 538-5760 | twinings@salesxceleration.com |



THE 6 PHASES OF THE BUYING AND SELLING PROCESS

Insight Sellers engage buyers here proactively, inspire with ideas, drive buyer thinking and agendas, and influence the buying process*

Sellers brought in here by buyers are late to the game!

DEFINE VISION

EXECUTE PURCHASE

DRIVE RESULTS

BUYING PROCESS >

1 DISSATISFACTION A. PASSIVELY | B. ACTIVELY

- **Problem solving:**
Looking for a solution to fix what's broken
- **Future seeking:**
Looking for possibilities to drive stronger results

2 ANALYSIS

- Analyzing situation / causes
- Vetting intervention options
- Evaluating feasibility

3 INTERVENTION

- Identifying provider options
- Evaluating options

4 SELECTION

- Making a "Go" or "No Go" decision
- Selecting an option

5 COMMITMENT

- Negotiating agreement*
- Making commitment
- Executing agreement
- Allocating funds

6 IMPLEMENTATION

- Evaluating success
- Continuing or discontinuing
- Improving, evolving, and expanding

SELLING PROCESS >

Success Preparation:

- Setting goals*
- Planning actions and time management
- Creating a prospecting campaign
- Building skills and knowledge*
- Improving attributes

1 PROSPECTING

- Researching buyers
- Implementing outreach plan*
- Setting a meeting*
- Planning for first meeting
- Beginning Sales Opportunity Plan*

77% of Elite Performers have sellers with the skills to fill the pipeline vs. 37% of The Rest

2 NEEDS DISCOVERY | DRIVING

Driving:

- Inspiring with new ideas
- Telling Convincing Stories*
- Influencing agenda and creating opportunity

Driving and Discovery:

- Establishing rapport
- Uncovering needs
- Making impact case*
- Establishing possible New Reality
- Outlining possible approaches
- Beginning to qualify the opportunity*
- Assigning pursuit intensity*

When sellers bring opportunities to buyers proactively, the buyers are 2.9x more likely to be loyal

3 SOLUTION CRAFTING

- Analyzing situation and affliction causes*
- Crafting the solution*
- Ensuring the solution is best for the buyer
- Tightening and clarifying impact case
- Preparing presentation strategy
- Reviewing proposal checklist
- Finishing qualifying the opportunity

Sales winners are 2.3x more likely to understand buyer needs

4 SOLUTION PRESENTATION

- **Resonating***: presenting a compelling solution, Impact and New Reality case
- **Differentiating***: highlighting strengths and negating competitor advantages
- **Substantiating*** message and mitigating risks
- Soliciting feedback
- Overcoming objections

"Persuaded me we would achieve results" is the 3rd greatest difference between winners and 2nd-place finishers

5 WIN

- Delivering executable agreement
- Negotiating*
- Gaining verbal, written, public agreement
- Handing off to implementation

Elite Performers are 2.4x more likely to capture maximum prices in line with the value they provide vs. The Rest

6 ACCOUNT DEVELOPMENT

- Ensuring maximum buyer value from purchases
- Embedding current offerings
- Planning to grow account*
- Driving new opportunities*
- Preventing competitive inroads

High performers in strategic account mgmt. are 2.8x more likely to work collaboratively with accounts to co-create value

Return to phase 1