RAINMAKER ADVISORY

Sales Team Development and Training Programs

Can your sales team generate the results your organization needs? Are your sales results the same year over year? Can your team compete for key accounts effectively against other brokers in your market? Do they know how to write progressively larger accounts that are more lucrative and will contribute to your bottom line? Are they able to collaborate with one another to share best practice methods for new client generation? Do you have a development path for your producers to follow during their tenure with your agency?

Creating a winning sales team – what it takes

Leadership, support, resources, a culture of meritocracy, a fair measurement of accountability which considers their tenure and practice specialty, a path of development so they can achieve progressively greater outcomes year over year, and the celebration of success resides at the heart of every winning sales team. We can show you how to transition from where you are…to where you need to be!

Build New Business Sales Initiatives that Work for You

Building coherent, focused, and well coordinated sales initiatives your team can use to build their book of business is at the heart of our program. Identifying the 'ideal client' and building processes to find them, engage them successfully, combined with the tools and resources needed to prevail over your local market competition is critical to the long term success of your agency.

Why this is different – and why it works!

Most training programs fail because the content is 'one-size fits all' which means it won't resonate with the majority of your sales professionals. Additionally, these programs are delivered by trainers with no experience selling as an insurance professional – making it difficult for them to get their message across to your team. Our programs are constructed by professionals with top sales accomplishments in the insurance industry and incorporate many 'tricks of the trade' that other programs miss. We tailor our programs to account for the specific training and developmental needs of each member of your sales team reconciled against your enterprise level objectives!

What results can I expect?

At the end of the first 90 day period, our clients report that the majority of their producers added more than $250,000 of commission business to their new business pipelines. At the end of a 12 month period our clients report new business generation increasing from 19% to 31% for the overall team.

Exploring if this is the right solution for you

We perform a diagnostic of your entire sales team and conduct interviews with each member. We examine how they prospect, prioritize their time, organize their tools and resources, how they define their ideal client, how often they manage their pipelines, how they rate their effectiveness across different prospecting methods….and much, much more. From that data we synthesize a report identifying the key areas that must be addressed, both individually and collectively, that will move your team forward - and if a program from Rainmaker Advisory can help you.

Places our work has been featured

Contact us at: info@rainmakeradvisory.com
and request a
Diagnostic of your Sales Team
TODAY!

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Rainmaker Advisory LLC is a results oriented sales and operations consulting firm specializing in the retail insurance broking sector. Founded in 2008, Rainmaker has relationships with over 7800 insurance agencies and brokerages and maintains a subscriber list in excess of 17,000 insurance professionals nationwide. With offices in Oregon, California, New York, and New Hampshire, Rainmaker Advisory LLC is a leading provider of the tools, resources, training programs, and vendor partners necessary for successfully growing retail insurance broking organizations on a sustainable basis.

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