

## [FOCUS Adventure Launches Experiential Sales Training Workshops](#)

*THE RAINMAKER Workshop is a novel sales training program designed to convert more sales people to be 'Rainmakers'- people who consistently generate more sales than the typical sales person.*

Online PR News â€“ 15-June-2012 â€“ FOCUS Adventure, a leading fun-based corporate learning program provider, has expanded its training portfolio with the launch of "THE RAINMAKER Sales Training Workshop". The company is already among the leading providers of experiential programs in team building, leadership development and innovation stimulation in India, with a track record of organizing over 100 events in 35 cities across the country in less than two years.

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The activity-based, experiential RAINMAKER sales training workshops are structured to help organizations enable their sales personnel to consistently generate high sales volume. Besides helping create in-depth awareness of the finer nuances of selling, these transformative workshops will instill a greater self-belief in the sales team and motivate them to exceed their sales target.

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The key objectives of the RAINMAKER Sales Training Workshop include:

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To make participants understand the importance of high awareness & meticulous preparation for effective selling

To enable participants learn the art & science of constructing a sales conversation

To develop a deep appreciation of the value of situational awareness and body language

To help understand the key principles & dynamics of negotiations.

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Through hands-on games and exercises, participants will also learn to counter typical objections and evasive tactics used by prospects, as well as the principles of key account management.

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Commenting on the launch of this novel training program, Arun Rao, Co-founder and Director of FOCUS Adventure India said, "The RAINMAKER Workshops" is our response to a recurring demand from several organizations that wanted to give a fresh and strong impetus to their sales force development and training initiatives.

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"We engage sales teams via a mix of facilitation techniques, role play, debates and discussions. The challenges simulated as part of the program will drive sales personnel to reflect upon their own selling experiences and arrive upon a renewed understanding of the sales process. The use of experiential learning tools and techniques, facilitated by our hugely experienced sales people from diverse sectors, makes our

workshops a truly educational, engaging, entertaining and energizing experience for all aspiring rainmakers!"

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In the short time since the launch of the RAINMAKER program, FOCUS Adventure has already undertaken several sales force development training workshops for various companies in different sectors.

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About FOCUS Adventure:

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FOCUS Adventure India was founded in 2010 with the belief that conventional corporate training programs, conducted usually in classroom settings, are largely not effective in meeting stated objectives. Harnessing the power of play, in line with experiential learning methodologies, and diverse training activities, FOCUS Adventure believes in learning by doing - with a healthy dose of fun, laughter and meaningful conversations. FOCUS Adventure offers a wide range of proven programs in team building, leadership development, employee engagement and motivation, innovation stimulation and management development. Over 2500 professionals in India have already benefitted from its various workshops and training programs.

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