



RAIN Group

Case Study



RAIN Group helps companies unleash their sales potential. They have worked with hundreds of thousands of salespeople, managers and professionals in more than 34 countries to increase their sales significantly with sales consulting, sales coaching and sales training services.

The Challenge

The RAIN Group is passionate about helping organizations maximize sales performance, and makes a significant amount of research and thought leadership available to prospects and clients alike.

Prior to using Postwire, Ago Cluytens, EMEA Practice Director, used to send emails with attachments or put documents on Dropbox. He found this was not an effective, organized or compelling way of communicating the necessary information, and started looking for an alternative. With his drive for leveraging technology to be more efficient and effective in his role, he knew there had to be a better way of sharing content with his target audiences, and demonstrating his passion for what he and the RAIN Group overall does.



The Solution

After learning about Postwire, Ago is now using it to create clean, high quality pages and leverage existing content with minimal effort.

Immediately after he finishes a phone call with a prospect, for example, he pulls together a resource page with relevant content – and shares it with the click of a button. Prospects love getting a resource collection that is personalized for their needs, and find this approach very value-added, and different from what they see from competitors. The content Ago shares often includes reports, videos, infographics, blog posts, etc. – whatever is most relevant to the prospect. And he will continue to add new content to the pages he has created to nurture those leads and keep the prospects engaged in the sales process. The pages he creates help the prospects easily view – and go back to – the content Ago has shared as the conversation develops.

Ago also creates resource pages for client work. For example, he may complete a coaching call by sharing a Postwire page he quickly created with related materials.

Ago appreciates that, with Postwire, he can see when someone has accessed content he has shared, and he leverages that to open or continue a dialogue with that person as part of his follow up. *“Postwire not only helps me – and the RAIN Group overall – stand out from competitors and provide clients with something they value, but it also enables me to know when someone has accessed materials I have shared – this is critical to me in the sales process,”* Ago commented. He can see how many times someone has accessed shared content, helping him to determine how much the content is resonating with his target audience.



The Results

Since using Postwire, in concert with other social selling tools, Ago has been more efficient and effective in his role.

He has also been able to close more business, and faster than before. He is happy to be able to say he “practices what he preaches,” using the technologies he recommends to his prospects and clients – one of them being Postwire.

“With Postwire, I have the ability to easily and quickly deliver a massive amount of value to prospects and clients through materials that they can easily refer back to again and again. By providing the wealth of relevant content I am able to quickly share through Postwire, I differentiate myself and RAIN Group from competitors and build relationships that lead to sales and ongoing client work,” he said.

Ago added, *“In the last 10 years, the world of buying has changed tremendously, and the world of selling has failed to keep up. According to Google and the CEB, fully 57% of the BtoB lifecycle now happens before the seller ever sets foot in a prospect’s office. Tools like Postwire allow companies to play in that 57% – and build a relationship before even entering the room.”*



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Postwire is a web and mobile tool for privately sharing information and multi-media content, visually organized and accessible from one easy-to-find location to build client and prospect relationships.



“Instead of sending your client off to your website for a pricing page, your YouTube channel for customer testimonial, your Facebook page for a photo, and your blog for last week’s article, Postwire allows you to collect all of those disparate pieces of content into a simple, easy-to-view page where you can focus your client on the content that really matters.”

Cliff Pollan, CEO, Postwire

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