



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.



The Solution

After learning about Postwire, Ago is now using it to create clean, high quality pages. In addition to using Postwire in his conversations with prospects, 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. And after a project concludes, Ago continues to use Postwire to stay connected and add value.



The Results

Sell more to existing clients who refer others.

Ago practices what The RAIN Group preaches; he educates clients with new ideas & perspectives and collaborates with them to achieve a common goal.



“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 more sales and ongoing client work.”

Postwire Example

Social Selling - Resources Page

Interested in social selling? On this page, you'll find the complete Social Selling Resources Collection, including exclusive interviews, webinar replays and additional thought leadership.

6 Comments

Webinar Replay - "5 Must-Have Social Selling Tools".
Posted 3 months ago by Ago Cluytens

5 Social Selling "Secret Weapons" - Tools.
Updated 3 months ago by Ago Cluytens

Video interview with Barbara Giananco - "Social Media & Sales: Match Made in Heaven?"
Posted 3 months ago by Ago Cluytens

Research Report - What Sales Winners Do Differently
Posted 3 months ago by Ago Cluytens

Special Report - "Social Media & Sales Quota"
Posted 3 months ago by Ago Cluytens

RAIN Group
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With offices in Boston, MA and Geneva, Switzerland, RAIN Group is a sales performance consulting, coaching and training firm dedicated to helping companies succeed with the complex sale.
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Ago Cluytens 2 months ago
@Barbara - thanks. Social selling is a hot topic, and there's a lot of hype and confusion out there. I use social selling tools (and technology) extensively throughout my own sales process, and just wanted to give others a chance to "leapfrog" and get to the meat without having to spend 2+ years experimenting (like I did ...)

Barbara Wright-Avitis 2 months ago
Great webinar, Ago. I believe it would give a real 'kickstart' for any entrepreneur or sales professional, looking to build or expand their business. You did all the work of finding excellent tools and we just need to download and use them. It's like one-stop-learning. Many thanks!



Idea:

Create personalized resource pages for your prospects and clients.

* **TOP 2** THINGS BUYERS SAY WINNERS DO MORE OFTEN THAN SECOND-PLACE FINISHERS

- 1 "Educated me with new ideas or perspectives"
- 2 "Collaborated with me"

*Taken from The RAIN Group research report: "What Sales Winners Do Differently" by Mike Schultz & John Doerr