dunamis
Organization Services

FranklinCovey
THE ULTIMATE COMPETITIVE ADVANTAGE

HELPING **CLIENTS** SUCCEED®

Filling Your **Pipeline**™
Qualifying **Opportunities**™
Closing the Sale™

Too often sales professionals approach their customer with the faulty mindset that sales is something they do to their customer rather than *with* them

Franklin Covey has a simple sales philosophy : the more you focus on helping your clients succeed, the more you will succeed.

With the *Helping Clients Succeed* sales methodology, buyers get the solutions they need in a way they feel good about, while salespeople are able to shorten their sales cycles, grow their accounts, close more deals, improve margins, and win more loyal clients

FranklinCovey's Sales process help sales leaders :

- Sharpen sales execution and reinforce leadership and individual skills.
- Initiate and qualify opportunities, win deals, and grow revenue through a process of assessment, development, execution, and measurement.
- Improve their planning, process, and pipeline management.

Organization apply the FranklinCovey's Helping Clients Succeed program to :

- Help sales professionals consistently execute a consultative sales methodology.
- Teach sales forces to engage in complex selling environments or transition to selling on value.
- Coach sales professionals on specific deals.

HELPING CLIENTS SUCCEED SALES CYCLE

THE **TOP%** OF HIGH-PERFORMING SALES PROFESIONALS **SPEND**

95%

OF THEIR TIME **QUALIFYING OPPORTUNITIES** AND

ONLY 5%

OF THEIR TIME **PROPOSING**

—FranklinCovey Sales Performance Practice

HELPING CLIENTS SUCCEED® | Filling Your **Pipeline**™

A New and Effective Approach to Prospecting With a Measurable Return on Investment

Hundreds of calls, dozens of emails, and only a handful of appointments to show for it—it's frustrating!

What if there was an effective, predictable approach to prospecting that could turn the cycle around and generate unprecedented conversion rates—would you be interested?

THE KNOWING-DOING GAP

There's a lot of "good stuff" available to sales professionals with regards to sales training. *The secret is finding a way to get good at doing the good stuff!*

Helping Clients Succeed®: Filling Your Pipeline™ employs an expert-designed playbook process to help sales professionals apply what they learned over the course of 12 weeks to ensure sustained behavior change.

RETURN ON INVESTMENT

Helping Clients Succeed: Filling Your Pipeline was designed to guarantee a clear and significant return on investment. From start to finish, participants work on current deals while tracking and reporting their progress.

OUR PROMISE: You and your sales team can get significantly better at filling your pipeline as you apply the mindsets, skillsets, and toolsets of top performers over the course of 12 weeks.

> *"Nowhere in the sales process do a few minutes of dialogue more quickly determine whether we continue or end our relationship than during the initial interaction."*
>
> **RANDY ILLIG,**
> *COAUTHOR, LET'S GET REAL OR LET'S NOT PLAY*

HELPING CLIENTS SUCCEED® | Qualifying Opportunities™

HOW QUALIFIED ARE THE OPPORTUNITIES IN YOUR TEAM'S PIPELINE?

Over the past 15 years, FranklinCovey has worked with thousands of sales teams all over the world and studied what the top performing sales professionals do *as a matter of habit*. ***Helping Clients Succeed®: Qualifying Opportunities™*** is designed to help sales teams *consciously replicate* these best practices in order to achieve *superior results in qualifying their deals.*

Qualifying Opportunities helps sales professionals quickly and effectively identify good opportunities in their pipelines and significantly decrease '*pipeline fiction*' by eliminating the weak ones. The results are less time chasing the wrong deals, more time focusing on the right deals, and dramatic decreases in the overall cost of sales.

THE KNOWING-DOING GAP

In regards to sales training, there is a lot of "good stuff" to choose from. *The challenge isn't finding it, the challenge is helping your sales team get good at doing the good stuff!*

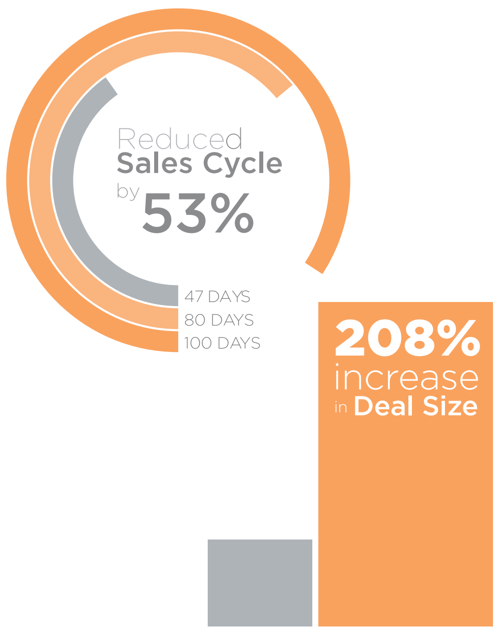
In order to help sales professionals get good at qualifying opportunities, *Helping Clients Succeed* employs an expert-designed playbook system that allows sales teams to practice and apply proven best-practices over the course of 12 weeks.

RETURN ON INVESTMENT

Qualifying Opportunities was designed to guarantee a clear and significant return on investment. From start to finish, participants work on current deals while tracking and reporting their progress.

OUR PROMISE: You and your sales team can get significantly better at qualifying opportunities in and out of your pipeline as you apply the mindsets, skillsets, and toolsets of top performers over the course of 12 weeks.

OUR CLIENTS HAVE REPORTED:



...and more!

HELPING **CLIENTS** SUCCEED®

Closing the Sale™

INFLUENCE DECISIONS TO ACHIEVE WIN-WIN OUTCOMES

THE CHALLENGE

Research from CSO Insights 2011 showed that only one out of six sales presentations had greater than a 50/50 chance of resulting in a sale. We feel many salespeople—even solid professionals—lose a sale for two common reasons:

1. Many sales presentations are lost before they are even given. Salespeople present to open the sales cycle rather than presenting to close.

2. The sales presentations are information rich and decision poor. The presentations end in “thanks a lot,” “we’ll think about it,” or “Hey—could you leave us some of the PowerPoint slides?” Critically, no decision is made.

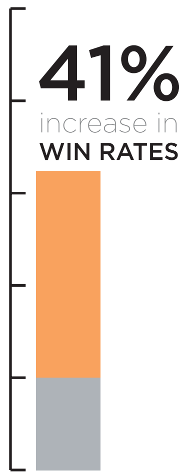
THE SOLUTION

With the right advocacy skills, you demonstrate more effectively how your solution will help your client get what they want and need. In this program you will learn how to win deals more consistently by applying the skillsets of top performers.

Top Performer Differentiators:

- They sell with the intent to achieve win-win outcomes.
- They skillfully prepare and create the conditions for good decision making in every client meeting.
- They spend less time talking at the client and more time discussing with the client those decisions that will best serve the client's needs.
- They follow a simple, reliable process for good decision making.

OUR CLIENTS HAVE REPORTED:

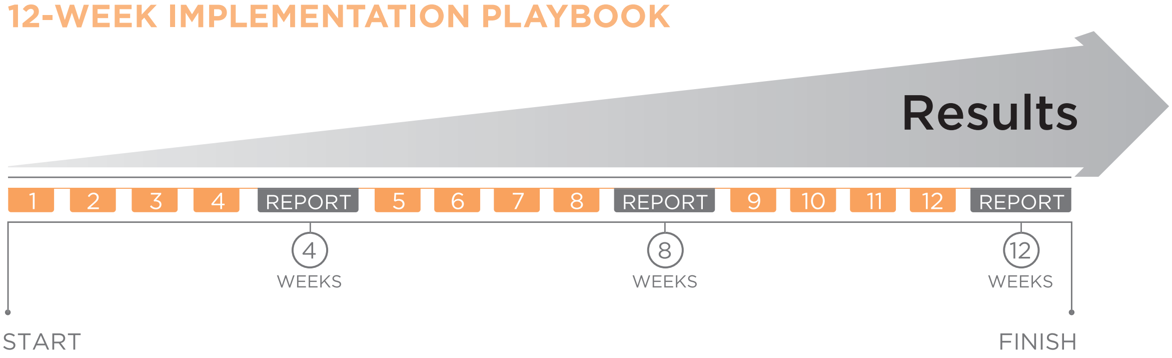


$54 Million
incremental revenue

...and more!

MODULE	LEARNING OBJECTIVES:
FOUNDATION	• Identify the mindsets and behaviors of top performers. • Establish specific prospecting goals to ensure a measurable return on investment at the end of the 12-week implementation process.
TRANSFORM THE SALES FUNNEL	• Challenge conventional, ineffective thinking and make a conscious decision to approach prospecting using "reason vs. random."
INTENT COUNTS MORE THAN TECHNIQUE	• Learn to focus intent on helping their clients succeed by applying the science of persuasion and by seeking mutual benefit.
PRIORITIZE	• Uncover specific criteria that can predictably score prospects based on the likelihood of becoming clients. • Identify and target current prospects using the prioritize tool.
PREPARE	• Discover new resources and tools for gathering research. • Develop a strategy to create and maintain a solid referral network.
PLAN	• Gain the confidence needed to overcome objections and push-backs by anticipating them beforehand. • Create carefully scripted opening statements that will pique interest and get meetings. • Develop a framework for creating effective sales kits.
ENABLE DECISIONS	• Understand the importance of enabling decisions for clients. • Create a specific call plan that addresses the client's key issues—nothing more and nothing less.
WIN FAST, LOSE FAST	• Learn how to effectively overcome the traditional dysfunctions of the buyer/seller relationship by focusing on the client's issues first. • Become proficient at developing business cases with clients by identifying their most important issues, clearly defining the impact on their organization, and mapping the decion-making process. • Establish an accurate snapshot of the sales pipeline. • Make significant strides towards becoming a trusted business advisor.
HANDLE OBJECTIONS	• Gain the confidence needed to overcome objections and push-backs by anticipating and practicing beforehand. • Prepare to deal effectively with gatekeepers.
THE CLOSING ZONE	• Carefully organize each client call to influence and benefit the client's decision-making process. • Begin narrowing decisions that lead to the final business decision.
IDENTIFY THE END IN MIND DECISION	• Determine the one decision the client needs to make at the end of the meeting • Ensure that the decision is client-centric, is singular, and that "no" is an acceptable answer.
ADDRESS CLIENT KEY BELIEFS ™	• Demonstrate the ability to validate the Client's Key Beliefs to their satisfaction. • Develop proof points that enable the End in Mind Decision.
RESOLVE OBJECTIONS	• View objections as an opportunity rather than a threat. • Apply a predictable, 3-part approach to resolving objections.
PREPARE THE CONDITIONS FOR GOOD DECISION MAKING	• Develop a plan for how to influence the conditions for good decision making before each client meeting. • Focus on achieving win-win outcomes. • Prepare a powerful open and close for each client meeting.
THE PLAYBOOK	• Commit to implementing the strategies and tools over the course of 12 weeks to ensure a sustained change in behavior.

12-WEEK IMPLEMENTATION PLAYBOOK



- Each week, for 12 weeks, participants implement the principles they learned in the work session while practicing and applying the principles in more depth.
- Participants hold themselves accountable through regularly scheduled report backs to their sales leaders and/or peer coaches.

PARTICIPANT KITS

- Participant Guidebook
- 12-Week Implementation Playbook
- USB Flash Drive with implementation videos and tools
- Call Plan Pad
- Quick Reference and Yellow Lights Cards

- Participant Guidebook
- 12-Week Implementation Playbook
- USB Flash Drive with implementation videos and tools
- Learnings Journal
- Practice Cards

- Participant Guidebook
- 12-Week Implementation Playbook
- USB Flash Drive with implementation videos and tools
- Closing Book
- Practice Cards

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