

A New and Effective Approach to Prospecting 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" sales training available to sales professionals.
The secret is finding a way to get good at doing the right things!

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 behaviour 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 become 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**

MODULE

IN THIS ONE-DAY WORK SESSION, PARTICIPANTS WILL:

FOUNDATION (60 mins)

- Identify the mindset and behaviours 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 (30 mins)

- Challenge conventional, ineffective thinking and make a conscious decision to approach prospecting using "reason vs. random."

INTENT COUNTS MORE THAN TECHNIQUE (45 mins)

- Learn to focus intent on helping their clients succeed by applying the science of persuasion and by seeking mutual benefit.

PRIORITISE (60 mins)

PRIORITISE TOOL

- Uncover specific criteria that can predictably score the likelihood of prospects becoming clients.
- Identify and target current prospects using the prioritise tool.

PREPARE (60 mins)

- Discover new resources and tools for gathering research.
- Develop a strategy to create and maintain a solid referral network.

PLAN (75 mins)

CALL 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.

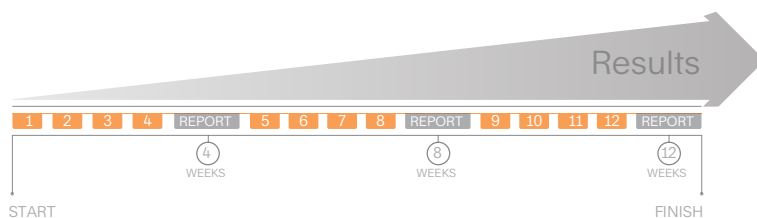
THE PLAYBOOK (30 mins)

12-WEEK PLAYBOOK

IMPLEMENTATION VIDEOS

- Commit to implementing the strategies and tools over the course of 12 weeks to ensure a sustained change in behaviour.

12-WEEK IMPLEMENTATION PLAYBOOK



- Each week, for 12 weeks, participants implement the principles they learned in the work session as they practise and apply the principles more in depth.
- Participants are held accountable through a regularly scheduled report back to their sales leaders and/or peer coaches.

PARTICIPANT KIT



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

For more information about FranklinCovey's *Helping Clients Succeed: Filling Your Pipeline*, contact your Client Partner or call 1800 786 346.