HELPING CLIENTS SUCCEED® | Filling Your Pipeline®

What if there was a simple, systematic approach to prospecting that ensured significant, measurable results?

Most companies may have already missed their goal and don't even know it!

After more than a decade of working with literally thousands of sales executives all over the world, we've learned:

- The prospecting techniques that worked so well in the past simply won't work today.
- Sales pipelines are too small and full of opportunities that go nowhere.
- While sales teams are working harder and faster than ever, they are focused on the wrong activities.
- Most companies won't realize they've missed their goals until it's too late.

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 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.

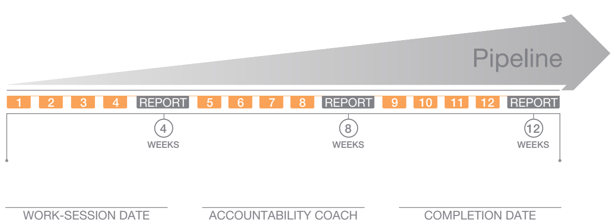
OUR PROMISE: You and your sales team can become significantly better at filling your pipeline as you apply the mindsets, skillsets, and toolsets of top performers over the course of 12 weeks.

> *"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,**
> CO-AUTHOR, *LET'S GET REAL OR LET'S NOT PLAY*

FranklinCovey
THE ULTIMATE COMPETITIVE ADVANTAGE

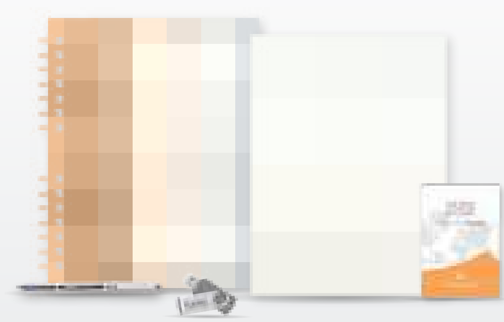
MODULE	IN THIS ONE-DAY WORK SESSION, PARTICIPANTS WILL:
FOUNDATION	• Identify the mindset and behaviors of top performers. • Establish specific prospecting goals to ensure a measurable return on investment at the end of the 12-week implementation process.
TRANSFORM THE SALES FUNNEL	• Challenge conventional, 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.
PRIORTIZE	• Uncover specific criteria that can predictably score the likelihood of prospects 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.
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 as they practice and apply the principles more in depth.
- Participants are held accountable through a regularly scheduled report back to their Accountability Coach.

PARTICIPANT KIT



- Participant Guide
- 12-Week Implementation Playbook
- USB Flash Drive with implementation videos and tools
- Quick Reference and Yellow Lights Cards

For more information about FranklinCovey's *Helping Clients Succeed: Filling Your Pipeline*, contact your client partner or call +371 29158699. You can also visit www.franklincovey.lv

FranklinCovey
THE ULTIMATE COMPETITIVE ADVANTAGE

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 globally and studied what the top performing sales professionals do *as a matter of habit*. The two-day ***Helping Clients Succeed®: Qualifying Opportunities™*** solution is designed to help sales teams *consciously replicate* these best practices in order to achieve *superior results in qualifying their deals*.

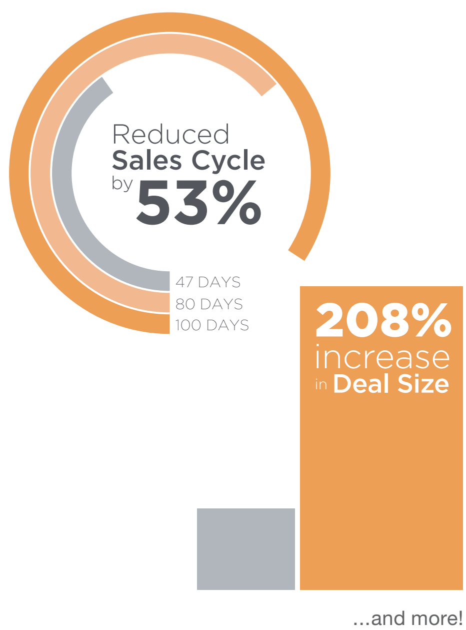
Qualifying Opportunities helps sales professionals quickly and effectively identify good opportunities in their pipelines and significantly decrease *"pipeline fiction"* by eliminating the weak ones. The results are less time spent chasing the wrong deals, more time spent focusing on the right deals,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

THE KNOWING-DOING GAP

With 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 become successful 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.

CLIENTS HAVE REPORTED:



...and more!

RETURN ON INVESTMENT

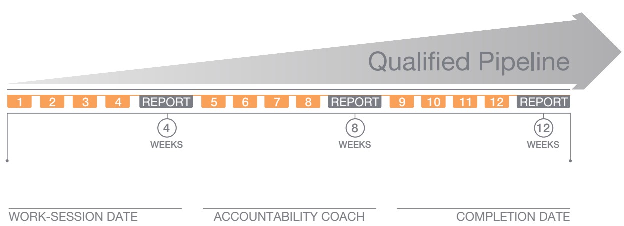
Qualifying Opportunities was designed to guarantee a clear and significant return on investment. From start to finish, participants work on current deals while tracking and reporting their progress.

OUR PROMISE: You and your sales team can become 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.

FranklinCovey®
THE ULTIMATE COMPETITIVE ADVANTAGE

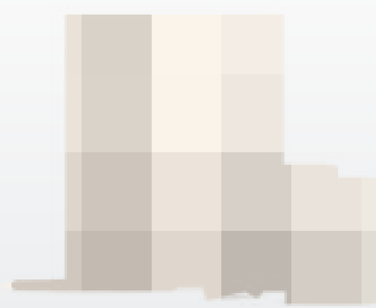
MODULE	IN THIS TWO-DAY WORK SESSION, PARTICIPANTS WILL:
FOUNDATION	• Learn the mindset and behaviors of top performers. • Establish specific goals to ensure a measurable return on investment at the end of the 12-week implementation process.
ENABLE DECISIONS	• Understand the importance of enabling decisions 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 decision-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.
SIMULATION	• Practice conducting a Structured Conversation in a real-life opportunity. • Gather the evidence and impact of your client's issues as you apply this proven approach to determining the solution that exactly meets your client's needs.
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 as they practice and apply the principles.
- Participants are held accountable through a regularly scheduled report to their Accountability Coach.

PARTICIPANT KIT



- Participant Guide
- 12-Week Implementation Playbook
- USB Flash Drive with implementation videos and tools
- Practice Cards (two decks)

For more information about FranklinCovey's *Helping Clients Succeed: Qualifying Opportunities*, contact your client partner or call +371 29158699. You can also visit www.franklincovey.lv

FranklinCovey
THE ULTIMATE COMPETITIVE ADVANTAGE

HELPING CLIENTS SUCCEED® | Closing the Sale®

INFLUENCE DECISIONS TO ACHIEVE WIN-WIN OUTCOMES

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

1. Sales presentations are often lost before they are ever given. Sales people present to open the sales cycle, rather than presenting to close.

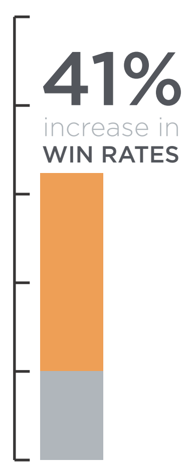
2. The sales presentations are information rich and decision poor. The presentations end in "thanks a lot," "we'll think about it," or "Hey — could you leave us some of the PowerPoint® slides?" Critically, no decision is made.

With *Helping Clients Succeed®: Closing the Sale®* you will learn how to more effectively demonstrate how your solution will help your client get what they want and need. In this work session you will learn how to win deals more consistently by applying some of the following skillsets of top performers:

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

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

CLIENTS HAVE REPORTED:



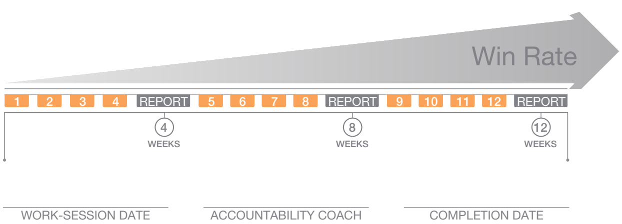
$54 Million
incremental revenue

...and more!

FranklinCovey
THE ULTIMATE COMPETITIVE ADVANTAGE

MODULE	LEARNING OBJECTIVES
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, three-part approach to resolving objections.
PREPARE THE CONDITIONS FOR GOOD DECISION MAKING	• Develop a plan to influence the conditions for good decision making before each client meeting. • Focus on achieving win-win outcomes. • Prepare a powerful opening and closing for each client meeting.

12-WEEK IMPLEMENTATION PLAYBOOK



- Each week, for 12 weeks, participants implement the principles they learned in the work session as they practice and apply the principles in more depth.
- Participants are held accountable through a regularly scheduled report back to their Accountability Coach.

PARTICIPANT KIT

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

For more information about FranklinCovey's *Helping Clients Succeed: Closing the Sale*, contact your client partner or call +371 29158699. You can also visit www.franklincovey.lv

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THE ULTIMATE COMPETITIVE ADVANTAGE