



what's the value of your help?

Are you helping your clients succeed?

Confidently and consistently
grow and sustain profitable sales.

Organizations that thrive and grow are the ones that live by the principles of high performance—high focus on mission and values coupled with superb business execution. In any great organization, it is their people that make the difference. No organization can succeed until individuals within it succeed.

Helping Clients Succeed™ shows how you can take your sales to a higher ground by differentiating yourself, creating value, and enabling mutual seller-buyer benefits.

PRINCIPLES
FOR LIFE

 **FranklinCovey.**
Organization Services

HELPING CLIENTS SUCCEED™
A New Definition in Sales Training

THE FRANKLINCOVEY CURRICULUM



1 The Opportunity

You can't help someone succeed who has no perceived need. Learn to avoid premature discussion of solutions, and move instead to explore the underlying business problems and desired results the solution is intended to solve and produce.

2 The Resources

You can't help someone succeed with insufficient resources. Learn to qualify an opportunity in terms of time, money, and people—distinguishing between price justification and value justification.

4 The Exact Solution

Proposals don't sell, people do. Learn to present the evidence and impact of a solution, within the resources allocated, matching the expectations and needs of decision makers, and close the deal.

3 The Decision Process

You can't help someone succeed who can't make a decision. Learn to transform decision-making criteria from the tactic and implicit, to the conscious and explicit.

5 The Relationship

Learn what to do when the client says "yes", "no", or "maybe" to ensure there is a productive, ongoing relationship.

TRAINING MODEL

The business development dialogue is a balance between inquiry and advocacy, requiring exceptional critical thinking and communication skills.

The better we are at inquiry the more powerfully we can advocate. Helping Clients Succeed™ delivers concepts that give a strong theoretical foundation for sales and consulting, and provides the critical thinking (IQ) and communication skills (EQ) required to do it in real life—in a relationship building and performance improving way.

Helping Clients Succeed™ is sophisticated while remaining simple. Without sacrificing the realities of solid business thinking and a desire to build capacity for success, it offers you the strategies and skills for delivering high sales performance.

WHO SHOULD ATTEND

Helping Clients Succeed™ is specifically designed for sales professionals who shoulder the responsibility of business development in solution selling.

TRAINING BENEFITS

- Become a trusted business advisor who uses 0% sales-talk and 100% business-talk, and create safe and open dialogue by asking hard questions in a soft way.
- Learn to move off the solution in order to get to your client's vital issues and desired results.
- Develop the skill to structure conversations to get a quick list of all issues, discover what matters most, and "peel the onion" for evidence, impact, context, and constraints.
- Discover how to match solutions to your client's priority issues, problems or desired results, budget, decision-making process, time frame, and in context with key stakeholders' interests—constraints and concerns.
- Learn to handle budget and pricing issues early in your discussions.
- Gain access to key decision makers to assess their priorities.
- Learn to position your solution against the competition.

Helping Clients Succeed™ is based on the book *Let's Get Real or Let's Not Play* by celebrated author—Mr. Mahan Khalsa.

