

# HELPING **CLIENTS** SUCCEED.®

- Filling Your Pipeline
- Qualifying Opportunities
- Closing the Sales



**FranklinCovey**

HELPING  
**CLIENTS**  
SUCCEED®

# Filling Your Pipeline™

## 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 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.

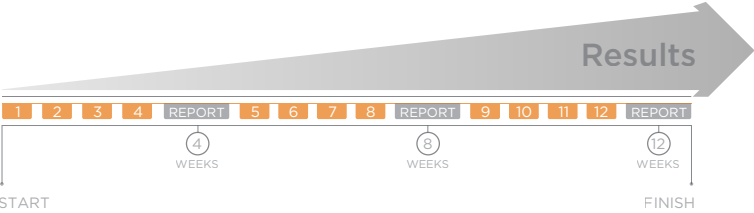
**OUR PROMISE:** You and your sales team can become significantly better at filling your pipeline as you apply the mindsets, skillsets, and toolsets of top performers over the course of 12 weeks.

*"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,**  
COAUTHOR, *LET'S GET REAL*  
OR *LET'S NOT PLAY*

| MODULE                                                          | IN THIS ONE-DAY WORK SESSION, PARTICIPANTS WILL:                                                                                                                                                                                                                                                                     |
|-----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FOUNDATION                                                      | <ul style="list-style-type: none"> <li>Identify the mindset and behaviors of top performers.</li> <li>Establish specific prospecting goals to ensure a measurable return on investment at the end of the 12-week implementation process.</li> </ul>                                                                  |
| TRANSFORM THE SALES FUNNEL                                      | <ul style="list-style-type: none"> <li>Challenge conventional, ineffective thinking and make a conscious decision to approach prospecting using "reason vs. random."</li> </ul>                                                                                                                                      |
| INTENT COUNTS MORE THAN TECHNIQUE                               | <ul style="list-style-type: none"> <li>Learn to focus intent on helping their clients succeed by applying the science of persuasion and by seeking mutual benefit.</li> </ul>                                                                                                                                        |
| PRIORITIZE<br>✂️ PRIORITIZE TOOL                                | <ul style="list-style-type: none"> <li>Uncover specific criteria that can predictably score the likelihood of prospects becoming clients.</li> <li>Identify and target current prospects using the prioritize tool.</li> </ul>                                                                                       |
| PREPARE                                                         | <ul style="list-style-type: none"> <li>Discover new resources and tools for gathering research.</li> <li>Develop a strategy to create and maintain a solid referral network.</li> </ul>                                                                                                                              |
| PLAN<br>✂️ CALL PLAN                                            | <ul style="list-style-type: none"> <li>Gain the confidence needed to overcome objections and push-backs by anticipating them beforehand.</li> <li>Create carefully scripted opening statements that will pique interest and get meetings.</li> <li>Develop a framework for creating effective sales kits.</li> </ul> |
| THE PLAYBOOK<br>✂️ 12-WEEK PLAYBOOK<br>✂️ IMPLEMENTATION VIDEOS | <ul style="list-style-type: none"> <li>Commit to implementing the strategies and tools over the course of 12 weeks to ensure a sustained change in behavior.</li> </ul>                                                                                                                                              |

## 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 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

HELPING  
**CLIENTS**  
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# 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*. **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

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.

## RETURN ON INVESTMENT

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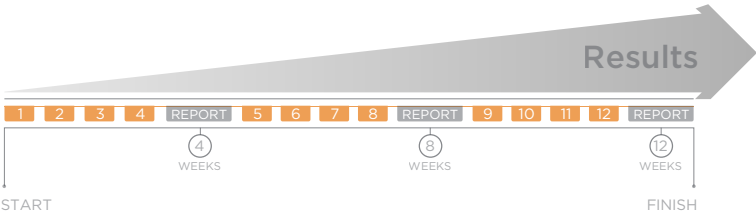
**OUR PROMISE:** You and your sales team can become significantly better at qualifying opportunities in and out of your pipeline as you apply the mindsets, skillsets, and toolsets of top performers over the course of 12 weeks.

## OUR CLIENTS HAVE REPORTED:



| MODULE                                                                                        | IN THIS ONE-DAY WORK SESSION, PARTICIPANTS WILL:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FOUNDATION                                                                                    | <ul style="list-style-type: none"> <li>Learn the mindset and behaviors of top performers.</li> <li>Establish specific goals to ensure a measurable return on investment at the end of the 12-week implementation process.</li> </ul>                                                                                                                                                                                                                                                                                                                   |
| ENABLE DECISIONS<br>✂ CALL PLAN                                                               | <ul style="list-style-type: none"> <li>Understand the importance of enabling decisions for clients.</li> <li>Create a specific call plan that addresses the client's key issues—nothing more and nothing less.</li> </ul>                                                                                                                                                                                                                                                                                                                              |
| WIN FAST, LOSE FAST<br>✂ OPPORTUNITY WORKSHEET<br>✂ DECISION GRID<br>✂ QUALIFICATION SNAPSHOT | <ul style="list-style-type: none"> <li>Learn how to effectively overcome the traditional dysfunctions of the buyer/seller relationship by focusing on the client's issues first.</li> <li>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.</li> <li>Establish an accurate snapshot of the sales pipeline.</li> <li>Make significant strides towards becoming a trusted business advisor.</li> </ul> |
| HANDLE OBJECTIONS<br>✂ PRACTICE CARDS                                                         | <ul style="list-style-type: none"> <li>Gain the confidence needed to overcome objections and push-backs by anticipating and practicing beforehand.</li> <li>Prepare to deal effectively with gatekeepers.</li> </ul>                                                                                                                                                                                                                                                                                                                                   |
| THE PLAYBOOK<br>✂ 12-WEEK PLAYBOOK<br>✂ IMPLEMENTATION VIDEOS                                 | <ul style="list-style-type: none"> <li>Commit to implementing the strategies and tools over the course of 12 weeks to ensure a sustained change in behavior.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                |

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- Learnings Journal
- Practice Cards

## 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% 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.



### THE SOLUTION

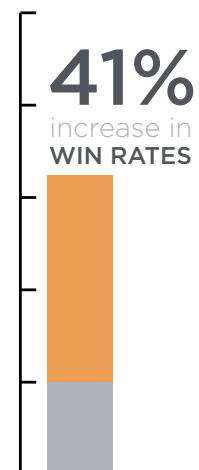
With the right advocacy skills, you demonstrate more effectively how your solution will help your client get what they want and need. In this program you will learn how to win deals more consistently by applying the skillsets of top performers.

#### 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 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.

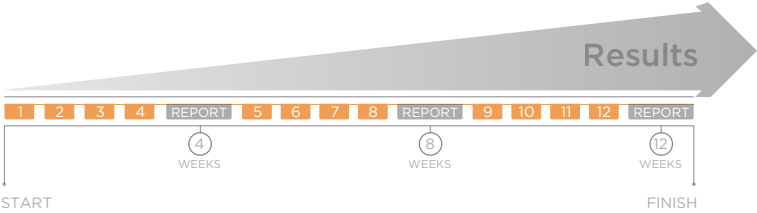
#### OUR CLIENTS HAVE REPORTED:



 **\$54 Million**  
incremental revenue  
...and more!

| MODULE                                                                                                                                                 | LEARNING OBJECTIVES                                                                                                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>THE CLOSING ZONE</b><br>✂️ <b>READINESS ASSESSMENT</b>                                                                                              | <ul style="list-style-type: none"> <li>Carefully organize each client call to influence and benefit the client's decision-making process.</li> <li>Begin narrowing decisions that lead to the final business decision.</li> </ul>                                        |
| <b>IDENTIFY THE END IN MIND DECISION</b>                                                                                                               | <ul style="list-style-type: none"> <li>Determine the one decision the client needs to make at the end of the meeting.</li> <li>Ensure that the decision is client-centric, is singular, and that "no" is an acceptable answer.</li> </ul>                                |
| <b>ADDRESS CLIENT KEY BELIEFS™</b>                                                                                                                     | <ul style="list-style-type: none"> <li>Demonstrate the ability to validate the Client's Key Beliefs to their satisfaction.</li> <li>Develop proof points that enable the "End in Mind Decision."</li> </ul>                                                              |
| <b>RESOLVE OBJECTIONS</b><br>✂️ <b>PRACTICE CARDS</b>                                                                                                  | <ul style="list-style-type: none"> <li>View objections as an opportunity, rather than a threat.</li> <li>Apply a predictable, three-part approach to resolving objections.</li> </ul>                                                                                    |
| <b>PREPARE THE CONDITIONS FOR GOOD DECISION MAKING</b><br>✂️ <b>CLOSING CALL PLAN</b><br>✂️ <b>12-WEEK PLAYBOOK</b><br>✂️ <b>IMPLEMENTATION VIDEOS</b> | <ul style="list-style-type: none"> <li>Develop a plan to influence the conditions for good decision-making before each client meeting.</li> <li>Focus on achieving win-win outcomes.</li> <li>Prepare a powerful opening and closing for each client meeting.</li> </ul> |

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FranklinCovey is the world leader in leadership development and cultural transformation with life-changing & timeless contents and impactful way of learning.

With the mission “We Enable Greatness in People and Organizations Everywhere”, FranklinCovey has been helping organizations develop exceptional leaders and winning cultures through training, consulting, and coaching. We are serving clients in more than 160 countries, including 75% of The Fortune 500.

FranklinCovey Vietnam (a member of PACE) is the exclusive partner in providing FranklinCovey’s solutions for enterprises in Vietnam.

*Our vision is to profoundly impact  
the way **billions** of people throughout the world  
live, work, and achieve their own great purposes.*

# OUR SIGNATURE SOLUTIONS

The solutions are built on universal values and principles, helping leaders at all levels develop leadership capabilities and transform their own cultures.







DEVELOP YOUR LEADERS

ENGAGE YOUR PEOPLE

BUILD A WINNING CULTURE

EXECUTE YOUR STRATEGY

**PACE Building**

195-197 Nguyen Thai Binh Street  
Ben Thanh Ward, Ho Chi Minh City  
*(former District 1, Ho Chi Minh City)*

**PACE Building**

341 Nguyen Trai Street  
Cau Ong Lanh Ward, Ho Chi Minh City  
*(former District 1, Ho Chi Minh City)*

**Hanoi Office**

Coalimex Building (Floor 2)  
33 Trang Thi Street, Cua Nam Ward  
*(former Hoan Kiem District)*