

## 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*

## MODULE

## IN THIS ONE-DAY WORK SESSION, PARTICIPANTS WILL:

### FOUNDATION

(60 mins)

- 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

(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.

### PRIORITIZE

(60 mins)

#### PRIORITIZE TOOL

- 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

(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

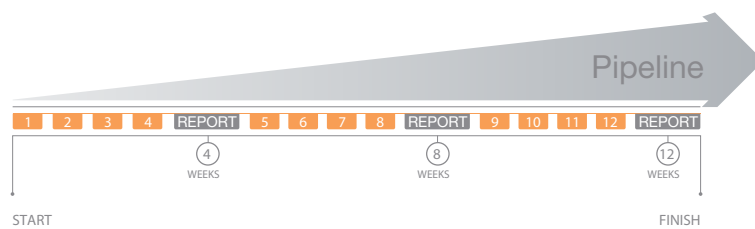
(30 mins)

#### 12-WEEK PLAYBOOK

#### IMPLEMENTATION VIDEOS

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

## 12-WEEK IMPLEMENTATION PLAYBOOK



- Each week, for 12 weeks, participants implement the principles they learned in the work session.
- Participants are held accountable through regularly scheduled report backs to their sales leaders or coach.

### 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

## SPECTACULAR RESULTS

Over the years, our clients have attributed spectacular results directly to the Helping Clients Succeed: Filling Your Pipeline methodology.

Multinational engineering company	Within one year of the program, 80% of the sales team hit their quota—resulting in a 40% increase in sales.
Multinational management consultancy	Credits closing a \$250K consulting opportunity within 90 days of launch to the program.
One of the largest technological corporations in the world	Attributed \$55M of revenue in less than 3 months to the program.
One of the world's largest database analytics providers	After less than one year, overall sales had increased by more than 35%, new accounts were up by 154%, average deal sizes increased by 18% and returning customers had gone up by 20%.
A travel services company, serving travel agencies and corporations	In 5 out of 6 quarters, global win rates were above 60% on new business opportunities.
Multinational information technology corporation	Secured meetings with 21 of 50 high-value, target accounts in two days.
An Asian partner for Dell	Attributes \$76M in YTD revenues to the program.
Award-winning Microsoft business intelligence and data warehouse development team	Revenues increased by 41% in the first year alone. Named Microsoft Partner of the Year. Today, as much as 90% of new business opportunities come from client referrals.
Business and technology consultancy company	After only one month of implementing the prospecting call plans, their pipeline increased by 70%.
Specialists in developing custom solutions for the Oil & Gas industry	After leaving the session, one team member reports getting a meeting that led to a \$100k opportunity that closed in less than 30 days.
Consulting, technical services and outsourcing company	Two months after the session, one team member reported closing a deal valued at \$1.1M.
Microsoft Network Partner in China	Attribute more than \$2M in pipeline—in less than 30 days—to the program.
One of Canada's largest communications and media companies	Within four weeks of the session, the sales team had secured over 50 appointments with key decision makers and added 47 new opportunities to their pipeline, representing a 2x increase.

For more information about FranklinCovey's *Helping Clients Succeed: Filling Your Pipeline*, contact your client partner or call **1-800-707-5191**. You can also visit [www.HelpingClientsSucceed.com/FillingYourPipeline](http://www.HelpingClientsSucceed.com/FillingYourPipeline).