

## 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*

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	<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	<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	<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 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 1-800-707-5191. You can also visit [www.franklincovey.com/salesperformance](http://www.franklincovey.com/salesperformance).