

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*. **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 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.

## 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.

## CLIENTS HAVE REPORTED:



## MODULE

## IN THIS ONE-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.

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