

## 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 behaviour 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 (60 mins)

- Identify the mindset and behaviours 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.

### PRIORITISE (60 mins)

#### PRIORITISE TOOL

- Uncover specific criteria that can predictably score the likelihood of prospects becoming clients.
- Identify and target current prospects using the prioritise 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.

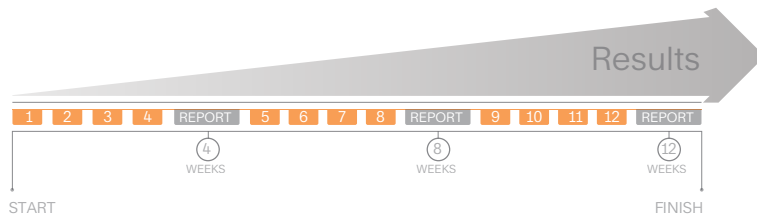
### THE PLAYBOOK (30 mins)

#### 12-WEEK PLAYBOOK

#### IMPLEMENTATION VIDEOS

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

## 12-WEEK IMPLEMENTATION PLAYBOOK



- Each week, for 12 weeks, participants implement the principles they learned in the work session as they practise 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

For more information about FranklinCovey's *Helping Clients Succeed: Filling Your Pipeline*, contact your Client Partner or call 0800 475 078