

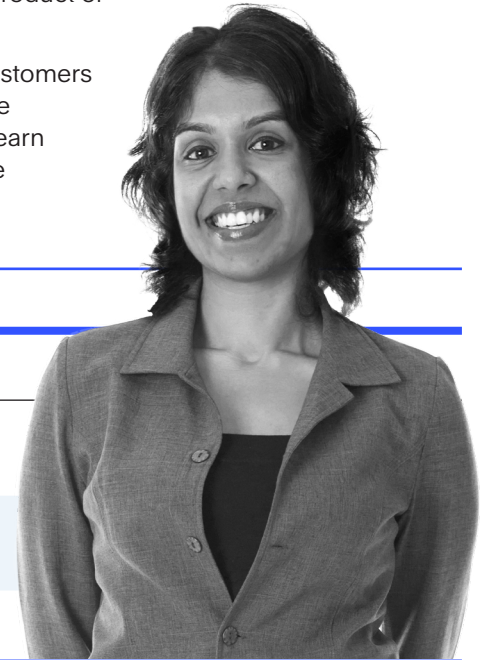


Helping Clients Succeed[®]: Advance Decisions

Stand Out and Sell More

Stalled opportunities often populate the sales pipeline—continually being bumped to the next month or quarter. To increase win rates, salespeople should stop focusing so heavily on their product or solution and instead excite customers with compelling insights, stories, and outcomes.

Helping Clients Succeed[®]: Advance Decisions empowers salespeople to help their customers move through their buying journey by building a relevant, distinct, and memorable value proposition based on the customer's specific needs and challenges. Salespeople will learn how to expertly respond to questions and objections and help their buyers navigate the complex decision-making process.



Salespeople will stand out and sell more by going:

From	To
Talking about their product or solution.	Standing out as the superior choice.
Interactions that go nowhere.	Consistent upsell and cross-sell results.
Undifferentiated pitches.	Compelling value propositions.

Leaders and teams will learn how to:

- Move off the solution during customer interactions and strategically structure the conversation.
- Identify buying signals and overcome objections.
- Complete a decision grid to yield higher impact and fewer pushes .
- Present customer proposals that are relevant, distinct, and memorable.

Implementation

Helping Clients Succeed engages leaders and their teams in learning spaced over time through weekly learning and application. Each track includes multiple learning modalities, reinforcement microlearning, and powerful sales tools built within the flow of work.

Product Components

- Participant Guide
- Cards



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