

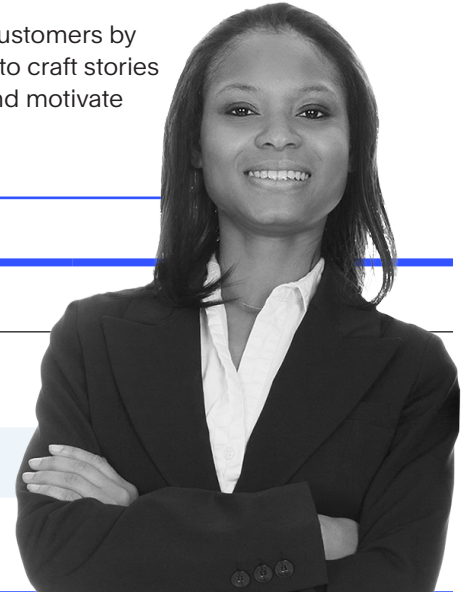


# Helping Clients Succeed<sup>®</sup>: Engage Customers

## Stand Out and Sell More

Salespeople who routinely stand out from their competition and are seen as advisors, have more opportunities in their pipeline, and win more deals. Customers are drawn to their expertise because they are seen as a trusted partner—allowing them to regularly win over competitors.

**Helping Clients Succeed<sup>®</sup>: Engage Customers** prepares salespeople to engage their customers by being more relevant, distinct, and memorable than the competition. They will learn how to craft stories that open doors, engage customers in a way that makes every conversation effective, and motivate customers to act.



### Salespeople will stand out and sell more by going:

| From   | To   |
|--|--|
| Looking and sounding like everyone else.                           | Standing out as the superior choice.                               |
| Sporadic sales performance.  | Consistent upsell and cross-sell results.                          |
| Presenting clients with dry facts, data, and solution information. | Exciting clients with provocative insights, stories, and outcomes. |

### Leaders and teams will learn how to:

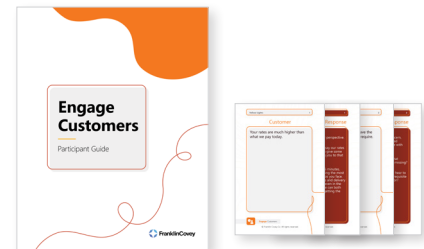
- Capture the customer's attention and create a value proposition that aligns with their needs.
- Create high-quality call plans that address the customer's needs.
- Craft messages that differentiate your company in a highly competitive marketplace.
- Prioritise and optimise accounts and opportunities.

### 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



The FranklinCovey All Access Pass<sup>®</sup> Plus allows you to expand your reach, achieve your business objectives, and sustainably impact performance. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available Live In-Person, Live-Online, and On Demand. For more information, contact your FranklinCovey client partner, visit [franklincovey.co.nz](http://franklincovey.co.nz), or call **0800 475 078**.