



HELPING CLIENTS SUCCEED: **Filling Your Pipeline**

A **NEW** AND EFFECTIVE APPROACH TO PROSPECTING
WITH **A MEASURABLE RETURN ON INVESTMENT**

“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 of *Let's Get Real* or *Let's Not Play*

Hundreds of calls, dozens of emails, and only a handful of appointments to show for it—it's frustrating!

As sales people we've come to accept, even expect, dismal conversion numbers when prospecting. Decades of dysfunctional selling practices have led to dysfunctional buying practices, and it has turned into a disappointing, downward cycle.

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?*



FRANKLINCOVEY OFFERS A SOLUTION FOR EVERY
STAGE OF THE SALES CYCLE

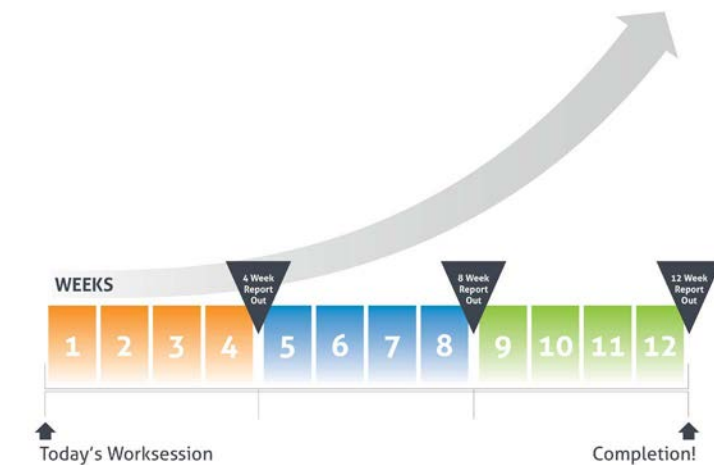
THE 5% DIFFERENCE

Over more than a decade, FranklinCovey's Sales Performance Practice has worked with more than 35,000 sales professionals in organizations all over the globe. We have discovered that *the top performing sales people in these organizations approach prospecting differently than everyone else.*

Helping Clients Succeed: Filling Your Pipeline™ is the culmination of our work and research. It is a *simple, scalable solution* designed to help sales leaders, and their teams, think and act like the top 5% of high performers while prospecting for new opportunities.

VALUE CALLING

When prospecting, our intent counts more than our technique. We should seek to create a *dialogue* with our prospects, with the intent to explore *whether or not mutual value can be created*. We refer to this as **Value Calling**.



12-WEEK EXECUTION PLAYBOOK

The playbook was created to help sales professionals master the mindsets, skillsets and toolsets introduced in the one-day work session. Each week, participants are encouraged to focus on one principle from the work session and report back to a sales coach every four weeks. The playbook introduces additional resources and exercises designed to help ensure mastery of the concepts.



SKILLSETS

1 PRIORITIZE

Top performing sales professionals have learned to prioritize their prospects and focus 95% of their time on those prospects with the greatest probability of success.

2 PREPARE

The most effective sales professionals *take the time to prepare*. They research the people and companies they plan on calling. In addition, they are constantly building a strong network of contacts so they can secure referrals when they need them.

3 PLAN

Great sales performers *plan every call* they make. They know exactly what they hope to get out of every call, they anticipate the questions and objections their prospects may have, and they prepare carefully written scripts that pique their prospects' interest and communicate their intent.

RETURN ON INVESTMENT

Filling Your Pipeline was deliberately designed to provide a clear return on investment. From start to finish, participants track and report their progress.

Our promise is that when diligently followed, the playbook will ensure a dramatically stronger sales pipeline.