

## INFLUENCE DECISIONS TO ACHIEVE WIN-WIN OUTCOMES

### THE CHALLENGE

Research from CSO Insights 2011 showed that only one out of six sales presentations had greater than a 50/50 chance of resulting in a sale. We feel many salespeople — even solid professionals — lose a sale for two common reasons:

- 1. Many sales presentations are lost before they are even given.** Salespeople present to open the sales cycle rather than presenting to close.
- 2. The sales presentations are information rich and decision poor.** The presentations end in “thanks a lot,” “we’ll think about it,” “Hey—could you leave us some of the PowerPoint slides?” Critically, no decision is made.

### THE SOLUTION

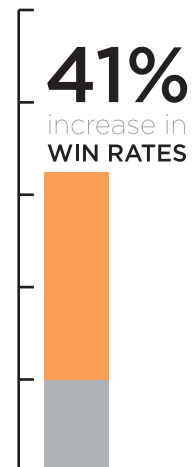
With the right advocacy skills, you demonstrate more effectively how your solution will help your client get what they want and need. In this program you will learn how to win deals more consistently by applying the skillsets of top performers.

#### Top Performer Differentiators:

- They sell with the intent to achieve win-win outcomes.
- They skillfully prepare and create the conditions for good decision-making in every client meeting.
- They spend less time talking at the client, and more time discussing with the client those decisions that will best serve the client’s needs.
- They follow a simple, reliable process for good decision-making.



### OUR CLIENTS HAVE REPORTED:



...and more!

## MODULE

## LEARNING OBJECTIVES:

### THE CLOSING ZONE

(75 mins)

#### READINESS ASSESSMENT

- Carefully organize each client call to influence and benefit the client's decision-making process.
- Begin narrowing decisions that lead to the final business decision.

### IDENTIFY THE END IN MIND DECISION

(55 mins)

- Determine the one decision the client needs to make at the end of the meeting
- Ensure that the decision is client-centric, is singular, and that "no" is an acceptable answer.

### ADDRESS CLIENT KEY BELIEFS

(40 mins)

- Demonstrate the ability to validate the client's key beliefs to their satisfaction.
- Develop proof points that enable the End in Mind Decision.

### RESOLVE OBJECTIONS

(130 mins)

#### PRACTICE CARDS

- View objections as an opportunity rather than a threat.
- Apply a predictable, 3-part approach to resolving objections.

### PREPARE THE CONDITIONS FOR GOOD DECISION MAKING

(70 mins)

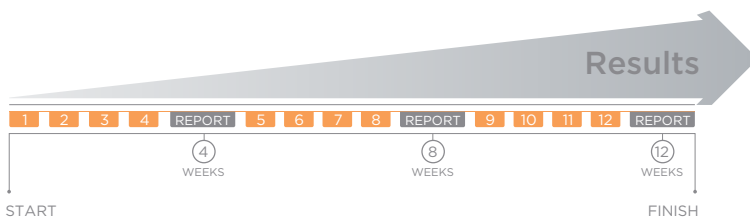
#### CLOSING CALL PLAN

#### 12-WEEK PLAYBOOK

#### IMPLEMENTATION VIDEOS

- Develop a plan for how to influence the conditions for good decision-making before each client meeting.
- Focus on achieving win-win outcomes.
- Prepare a powerful open and close for each client meeting.

## 12-WEEK IMPLEMENTATION PLAYBOOK



- Each week, for 12 weeks, participants implement the principles they learned in the work session while practicing and applying the principles in more depth.
- Participants hold themselves accountable through regularly scheduled report backs to their sales leaders and/or peer coaches.

## PARTICIPANT KIT



- Participant Guidebook
- 12-Week Implementation Playbook
- USB Flash Drive With implementation videos and tools.
- Closing Book
- Practice Cards

For more information about FranklinCovey's *Helping Clients Succeed: Closing The Sale*, contact your client partner or call 01295 274100.