

Helping Clients Succeed[®]



BUSINESS DEVELOPMENT STRATEGY AND SKILLS

Helping Clients Succeed



“You will find that you can, indeed, create win-win by focusing entirely on helping clients succeed.”

—Stephen R. Covey, author of *The 7 Habits of Highly Effective People*

▶ OUTCOMES

- Recognize and capitalize on potential opportunities.
- Understand and maximize your client’s internal resources.
- Influence positive and timely decisions.
- Deliver the right solution at the right time for the right price.
- Adapt the Helping Client Succeed principles, skills, and strategies to your organization’s needs.

Challenge:

Hundreds of calls. Dozens of emails. Massive rejection. A handful of appointments. A couple of sales—a lot of pain for little gain.

Free yourself from the pain with Helping Clients Succeed (HCS). The suite of HCS modules teaches sales people how to break down the dysfunctions in the selling/buying process. It is based on a 100 percent client-centered sales process that breaks down dysfunctions in the buying/selling process, enabling buyers and sellers to get real, build trust, and work together for win-win results.

From initiating new opportunities and qualifying opportunities to closing deals and negotiating win-win results, HCS delivers dramatic results for your clients and positions you as a trusted advisor in the eyes of your clients. And that means winning and growing sales—better and faster.

Today's Sales Crisis

There are some big sales problems out there, and "out there" may very well be where you and your sales organization currently are.

1. Low conversion rate for converting leads into qualified leads or getting subsequent meetings from an initial meeting.
2. Wasted time and resources on stalled, irrelevant, and low-probability opportunities.
3. Low trust between the client and your sales people.
4. Slipping decision dates.
5. Final presentations where the client suddenly decides they don't have the budget to implement.
6. Final presentations that end with "we'll get back to you."
7. Negotiations that end with money left on the table.
8. Cutting price and margins in the face of tough client negotiations.

Solution: Help Clients Succeed—Always

Franklin Covey offers a suite of consultative sales training called *Helping Clients Succeed™* (HCS) that teaches critical skills, shown in Figure 1, used in many world-class organizations to help their clients succeed.



FIGURE 1: CRITICAL SKILLS FOR HELPING CLIENTS SUCCEED

Successfully integrating and implementing these skills require blending the art and science of sales—integrating communication skills with disciplined business thinking and an execution process to get real, talk honestly, explore issues, and collaborate to craft solutions that exactly meet the client's needs.

Put Sales in ORDER.

Helping Clients Succeed—as a concept and a set of modules—is a mind-set, skill-set, tool-set, and methodology that blend the art and science of sales and is based on the ORDER model shown below.

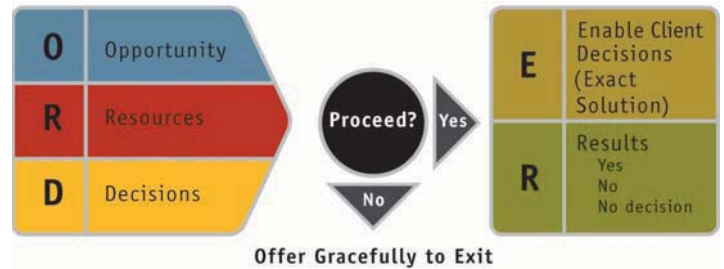


FIGURE 2: ORDER SALES MODEL

Each letter in the model represents a different stage in the sales process, starting from the front end with Initiating New Opportunities (IN) and Qualifying Opportunities (ORD) to closing at the back end with Converting Opportunities (ER).

Helping Clients Succeed, based on the ORDER model, addresses these skills and principles to fundamentally change the way you do business with clients. **The end result is radical success for you and your client.**

Certify to Become an HCS Facilitator to Get Dramatic Sales Results

Seven Steps to HCS Certification

1. **Attend Public or In-house program as a Participant.**
2. **Sign Licensed Contract/ IPR Agreement & Purchase Participants Kits.**
3. **Attend HCS Certification.**
4. **Teach your Organization.**
5. **Get prepared to teach.** Receive all electronic files and tools to review, and prepare to teach.
6. **Schedule your first session.** Teach your first session either on your own or co-teach with one of our HCS trainers. You may also enlist our help to customize your course.
7. **Maintain certification.** Teach or participate in at least one HCS session at least once a year to maintain your certification.

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