

*Proposals don't
sell; people do.*

HELPING CLIENTS SUCCEED™ Converting Opportunities: Advocacy and Presenting to Close

Helping Clients Succeed (HCS): Opportunity Conversion is a work session that transitions the HCS Opportunity Qualification (inquiry) session to advocacy and presenting to close. This portion of HCS focuses on helping sales people become trusted business advisors who:

- Present a business proposal effectively.
- Enable clients to make informed, timely decisions.
- Close the deal.
- Help clients succeed.

As a participant in the work session, you are again invited to bring your own business opportunities to work on. You will receive expert how-to training and coaching for improving your abilities to:

- Follow a process that uncovers and resolves the client's concerns, both price and non-price.
- Create a solution that matches the expectations and needs of decision-makers with evidence, impact, and available resources associated with the problem and solution.
- Negotiate in ways that ensure consistent value exchange.
- Craft a proposal that confirms a business case and demonstrates how your solution addresses and resolves the client's key beliefs.
- Gain permission for an in-person, oral presentation, and present in person to the right people, for the right amount of time, and to enable a decision.
- Facilitate decisions with a clear decision-making process where clients are enabled to make a decision in your presence.
- Prepare a presentation that enables a "yes" or "no" decision, rather than an indefinite maybe.
- Propose steps that can lead to a decision, if the client cannot initially reach a decision.
- Identify next steps and implementation plans if the client says "yes."
- Work with clients to develop contingency plans that deal with the unexpected.
- Search for additional ways to add value to the client's business.
- Maintain and build a productive relationship—even when you are the second choice.

Should We Be Talking? If you would like to explore how we might help you convert opportunities to close, please give us a call.