



Helping Clients Succeed[®]

Strikingly Different Selling

Every day, salespeople are competing in their industry for the same customers—and there is only one winner for each sales opportunity.

How can your salespeople stand out and sell more?

Helping Clients Succeed[®]: Strikingly Different Selling helps sales leaders and teams go from being one of the crowd to consistently standing out as the superior choice. Salespeople will learn to differentiate themselves based on what matters most to the customer—helping the customer succeed. This customer-centric approach allows sales professionals to be seen as trusted advisors throughout the sales cycle while consistently delivering predictable sales results.

Benefits

- Achieve predictable sales results.
- Improve sales performance.
- Decrease ramp-up time for new hires.
- Increase customer satisfaction.
- Build engaging and inspiring sales leaders.

Are you surprisingly average or strikingly different?

70%

Sales Meetings are Unsuccessful*

78%

of the Time, Buyers see no or Minimal Difference Between Vendors**

17%

Average Global Win Rate for Deals Over \$100,000**



The Strikingly Different Selling Formula

Relevant + Distinct + Memorable

Strikingly Different

Your Challenge	Solution
Sales results are unpredictable.	Achieve consistent results by simplifying the complexity of selling through a customer-centric approach.
Salespeople are missing their numbers, and the ramp-up process for new salespeople is slow.	Access sales content that allows teams to learn within their work week and immediately apply it to client interactions.
Previous sales training efforts haven't yielded long-term results.	Make it easy for salespeople to find, use, and manage powerful sales tools that seamlessly integrate with Salesforce.
Sales leaders aren't equipped to successfully lead their team.	Prepare leaders to cultivate a high-performance sales culture by effectively coaching their team to drive measurable growth.

For Leaders



Strikingly Different Sales Leadership

Inspire, coach, and develop team members to higher performance.

- Conduct current state team assessment using the skill/will matrix.
- Hold effective 1-on-1 coaching sessions.
- Create a culture of coaching using best practice methods.
- Learn how to turn sporadic performance into a system of consistent predictable results.

For Leaders and Teams



Engage Customers

Be more relevant, distinct, and memorable than the competition.

- 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.
- Define "Why Us" differentiators.
- Prioritize and optimize accounts and opportunities.



Advance Decisions

Lead customers through their buying journey with high-trust and credibility.

- Move off the solution during customer interactions and strategically structure the conversation.
- Identify buying signals and overcome objections.
- Navigate the decision process to yield higher impact and fewer pushes.
- Present compelling customer proposals.



Negotiate Win-Win

Drive a win-win result, leading to higher margins and satisfied customers.

- Effectively anchor during a customer negotiation.
- Create quality negotiation plans to yield win-win results.
- Recognize and address customer pushbacks and objections.
- Effectively exchange value and gain win-win agreements during customer negotiations.

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.

Leaders



Leaders & Teams



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*FranklinCovey experiential research over six years. **Allred, Ken (2021). Buyers' Perceptions of Differentiation in B2B Purchase Decisions - Primary Intelligence Report, 5 March 2021.