

HELPING  
**CLIENTS**  
SUCCEED.

## CASE STUDY

ENVIRONMENTAL SERVICES COMPANY INCREASES  
TARGET ACHIEVEMENT BY 48%

### A BIT OF BACKGROUND AND CONTEXT

The client, a leading provider of integrated environmental solutions, faced increasing pressure to more quickly ramp up its new sales hires while still maintaining its high standards of performance.

### WHY THE CLIENT NEEDED HELP

The client's goal was to shorten time-to-contribution to within 90 days of hire. Training was immediately needed to help new sales people target qualified and high-quality prospects, but the organization's sales training team had too much on its plate to handle the assignment.

The client partnered with FranklinCovey to implement *Helping Clients Succeed: Filling Your Pipeline™*, a live or virtual workshop followed by 12 weeks of application activities designed to sustain learning. FranklinCovey certified the client's sales trainers to carry on future facilitation as the organization expanded its sales team. The sales training team particularly appreciated FranklinCovey's online train-the-trainer certification process because it enabled them to save on travel costs and maximize their time.

### WHAT WE ACHIEVED TOGETHER

Participants gave high ratings for workshop facilitation, content and materials and the sales training team described the impact of this program as "phenomenal." The sales training team reported that those new hires who participated were 48% more successful at achieving their initial targets than those who had not.

The client credits the post-workshop application phase for the successful adoption of new mindsets, skills and tools. As one training leader put it, "Sustainability in the sales world is a key element of success. Being able to keep contact with (sales people) and help them continue focus on the learning allows them to develop good habits." FranklinCovey believes that training should not be a one-time event and the 12-week playbook phase is a hallmark of all its solutions.

#### INDUSTRY

ENVIRONMENTAL SERVICES

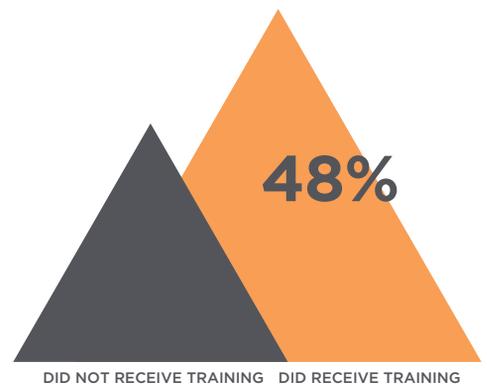
#### SOLUTIONS

HELPING CLIENTS SUCCEED®

FILLING YOUR PIPELINE™

#### CLIENT RESULTS:

Increased  
Success at Achieving  
Initial Targets



## WHY IT MATTERS TO YOU

This client had a good problem— it needed to bring its new hires up to speed quickly to meet demand. The challenge was to ensure their new sales people were well prepared when they began interacting with prospects. FranklinCovey's simple, effective sales methodology positioned new hires for success as they identified qualified prospects in their pipelines, weeded out those without potential and conducted initial conversations.

FranklinCovey's work with this and all its clients exemplifies our commitment to providing solutions that exactly meet the business need. What does your sales organization need to meet or exceed its goals? FranklinCovey can help you achieve sustainable results with its award-winning sales effectiveness programs.

## ABOUT FRANKLINCOVEY'S SALES PERFORMANCE PRACTICE

We help sales leaders and learning and development professionals to evolve sales teams, personally and professionally, to enhance performance, achieve sustainable results and gain the ultimate competitive advantage. Through sales training, consulting and coaching, FranklinCovey clients execute consultative selling skills and build capabilities around pipeline growth, rigorous qualification, negotiation, closing, effective sales planning and process, sales leadership and sales management.

## MORE ABOUT HELPING CLIENTS SUCCEED®



*Helping Clients Succeed®* is FranklinCovey's award-winning methodology that teaches sales teams how to become remarkably better at the person-to-person aspects of sales and become trusted advisers to their clients by seeking first to understand their clients' needs and then working together to create win-win outcomes that benefit both sides.

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For more information about FranklinCovey Sales Performance solutions, contact your client partner or call 1-888-705-1776. You can also visit [www.franklincovey.com/salesperformance](http://www.franklincovey.com/salesperformance).