

HELPING
CLIENTS
SUCCEED.

CASE STUDY

GLOBAL CONSULTING FIRM BUILDS HIGH-POTENTIAL
SALES TEAM

A BIT OF BACKGROUND AND CONTEXT

For over ten years, FranklinCovey has partnered with this global consulting organization to meet and exceed its changing business goals. The client's core business is transforming its customers' commercial processes and services to increase efficiency, growth and agility across a wide range of industries.

WHY THE CLIENT NEEDED HELP

In 2012, the client launched an internal sales training initiative to groom high-potential new hires from prestigious universities around the world for sales positions. The program included extensive exposure to multiple verticals, sales events, and global facilities.

Sales training leaders followed the participants' trajectories and captured feedback along the way. While the program was considered successful, they ultimately concluded that including several critical elements in the next phase would make it more robust and relevant, such as a deeper focus on supporting and evaluating internal mentors and wider exposure to firm operations. Additionally, they recognized the need to reduce the candidates' time-to-contribution. Based on these insights, the client searched for a partner in the sales consulting industry to redesign the program for a second phase.

WHAT WE ACHIEVED TOGETHER

For the second phase, the client engaged FranklinCovey to develop a highly customized, comprehensive program including: *Qualifying Opportunities*[™], *Filling Your Pipeline*[®], on-the-job action learning activities, a mentoring system, support materials, a communication plan, and a governance model.

FranklinCovey also conducted training for the company's internal facilitators and assisted with developing hiring profiles, competency models, and training assets. The result was a year-long sales effectiveness program delivered via multiple modalities:

- Virtual and in-person customized training

INDUSTRY

GLOBAL BUSINESS CONSULTING

SOLUTION

HELPING CLIENTS SUCCEED[®]
QUALIFYING OPPORTUNITIES[™]
FILLING YOUR PIPELINE[®]

PARTICIPANTS REPORTED
THEY WERE CONFIDENT
IN THEIR PORTFOLIO
KNOWLEDGE, FELT
CAPABLE OF ACCESSING
AND USING INTERNAL
RESOURCES AND
PROCESSES, AND FELT
READY TO PLAN AND
EXECUTE EFFECTIVE SALES
CALLS AND MANAGE
ACCOUNTS.



Qualifying Opportunities[™] helps sales professionals learn how to uncover and understand their clients' needs faster and more effectively in order to identify a solution that exactly meets the client's needs. It's just one part of the *Helping Clients Succeed*[®] methodology.

- Weekly guidance on program actions to complete
- Reinforcement through formalized mentoring with peers, managers, and sales leaders
- Operation and solution rotations specific to each participant's role

Immediately following the initial in-person training, participants began a customized 48-week playbook with supportive videos and action learning assignments. After completing their playbooks, sales people met quarterly to demonstrate enhanced abilities or showed results of action learning assignments. We also designed a playbook for all mentors to enhance their capabilities.

After completing the program, participants reported they were confident in their portfolio knowledge, felt capable of accessing and using internal resources and processes, and felt ready to plan and execute effective sales calls and manage accounts. Mentors and hiring managers reported they had increased confidence in these participants' ability to meet their expected sales goals. Participants now had a comprehensive network in place, a mentoring system, and better connections with key operational resources.

In addition to providing an exceptional, layered learning experience for participants, FranklinCovey ensured that a structure was in place to support execution. In partnership with the client, FranklinCovey implemented ongoing communication, tracking, governance, and feedback to sponsors, coaches, and trainers.

As a result of this phase of the program, 100 percent of the participants assumed roles in the organization that best fit their skills. One of the participants went on to win a coveted 'Women in Sales Award' and another was a finalist.

WHY IT MATTERS TO YOU

This organization needed to redesign its high-potential sales training program to ensure readiness for the field and increase retention of participants. FranklinCovey worked with this client to design, develop and implement a highly successful, multi-modal program that met each of these goals.

FranklinCovey's work with this and all of its clients exemplifies our commitment to sustainable development and our flexibility in adapting core content to our clients' organizational needs. 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.

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.

MORE ABOUT HELPING CLIENTS SUCCEED®



Helping Clients Succeed® is FranklinCovey's award-winning methodology that teaches sales people how to become remarkably better at the person-to-person aspects of sales. They 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.