

HELPING
CLIENTS
SUCCEED.

CASE STUDY

GLOBAL TECHNOLOGY COMPANY SMASHES SALES
FUNNEL BOTTLENECK

A BIT OF BACKGROUND AND CONTEXT

The client is a global technology company that specializes in mobile computing strategy and implementation for large enterprises. Its sales team was trying to break a frustrating bottleneck in its sales funnel.

WHY THE CLIENT NEEDED HELP

Although the team had sent out \$32.5 million worth of proposals, only \$3.2 million of that business had progressed to the negotiation stage — a disappointing 10-to-1 conversion ratio. After studying all the possible reasons why so many deals had not progressed to close, sales leadership concluded that the team needed to drastically improve its ability to identify the right opportunities, thoroughly explore client needs and convincingly articulate value to the client.

WHAT WE ACHIEVED TOGETHER

The client partnered with FranklinCovey's Sales Performance Practice to significantly change critical behaviors. FranklinCovey believes that leaders are the fulcrum of change, and began the learning journey with a two-day **Sales Leader Base Camp**. In this workshop, leaders practiced applying the mindsets and skills of high-leverage leaders: identifying breakthrough performance on their teams, coaching to results, managing time and productivity and setting up systems for success. After the workshop, FranklinCovey sales coaches engaged with each of the key sales leaders to address and strengthen their ability to apply new skills with their teams.

Shortly thereafter, the sales team joined the leaders in a two-day **Helping Clients Succeed: Qualifying Opportunities™** work session. Post training, team partners collaborated on 12 weeks of playbook activities, checking in with their leaders at four-week intervals. The results of these training programs and practice activities were outstanding.

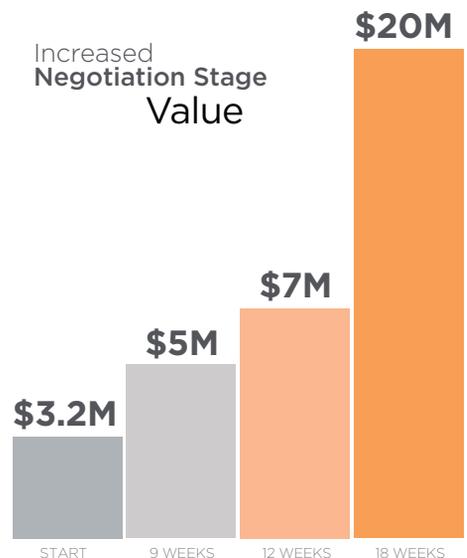
INDUSTRY

MOBILE COMPUTING
PROFESSIONAL SERVICES

SOLUTIONS

HELPING CLIENTS SUCCEED®
QUALIFYING OPPORTUNITIES™
SALES LEADER BASECAMP
OPPORTUNITY COACHING

CLIENT RESULTS:



The client's goal had been to increase their negotiation-stage value from \$3.2 million to \$5 million after 12 weeks. They achieved their \$5 million goal almost three weeks ahead of schedule. At 12 weeks, they were close to \$7 million. Six weeks later, they approached \$20 million.

The client identified three factors that led to success. First, senior leadership embraced the new approach to planning on their most important deals. Sales managers held their team members fully accountable by reviewing their call plans in advance and addressing any gaps before they came up in a client meeting. Second, the sales team focused intently on "losing fast" and walking away from the wrong deals much earlier than they had in the past. *Hope* was no longer a key selling strategy. Finally, the client focused on developing much better business cases for its customers. The sales team was able to articulate the business value of their solutions in a way that made sense to their customers, long before they engaged in closing activities.

Along with these transformational results, the senior vice president who led the engagement with FranklinCovey was recognized for his clear leadership.

WHY IT MATTERS TO YOU

This engagement (and many others) illustrates how we help our clients radically improve their sales results and change the course of their business. 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 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.