

HELPING
CLIENTS
SUCCEED.

CASE STUDY

GROWING CONSULTING FIRM: SOLVING CHALLENGES
BROUGHT ON BY SUCCESS

A BIT OF BACKGROUND AND CONTEXT

This client brought an innovative vision of customer management to the consulting marketplace over a decade ago. Consultants are matched with local customers, keeping relationships close and reducing wear and tear on the consultants themselves. This operating model has enabled our client to attract exceptional talent and take its place among Fortune's 100 Best Companies to Work For.

WHY THE CLIENT NEEDED HELP

While localizing talent created a more intimate consulting experience for their customers and consultants, the organization's model eventually led to some fragmentation in their approach to sales. In addition, as our client grew, so did the companies it served, as they expanded into globally dispersed locations. This resulted in inconsistent customer experiences from site to site.

This organization partnered with FranklinCovey's Sales Performance Practice to create a common, end-to-end sales engagement process. FranklinCovey's award-winning methodology, Helping Clients Succeed®, with its emphasis on transforming learning into sustainable performance, would ensure that, regardless of touchpoint or location, their customers would experience the same quality experience.

WHAT WE ACHIEVED TOGETHER

FranklinCovey customized a learning journey designed to enhance the ability of consultants and their leaders to qualify opportunities, negotiate win-win outcomes, and advance opportunities to close. Following live or virtual workshops, participants engaged in a 12-week, self-paced application process to solidify new mindsets and skills.

As part of this initiative, FranklinCovey conducted a train-the-trainer program to certify selected leaders as program facilitators and internal subject matter experts. This training and certification process was completed online, allowing leaders to master the content and prepare to facilitate without leaving their home or office.

INDUSTRY

GLOBAL BUSINESS CONSULTING

SOLUTION

HELPING CLIENTS SUCCEED®
QUALIFYING OPPORTUNITIES™
NEGOTIATION

THEY NEEDED A COMMON
SALES LANGUAGE AND
METHODOLOGY TO CREATE
A SEAMLESS CUSTOMER
EXPERIENCE AND DRIVE
RESULTS.



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.

Our client was able to deploy all relevant content through an intellectual-property agreement, providing access to facilitator videos, slides, leader guides, participant guides, tools, and playbooks. This approach, supported by expert FranklinCovey coaches, helped our client lower expenses in anticipation of further growth.

WHY IT MATTERS TO YOU

This client's innovative operating model brought it recognition and growth. While pairing their consultants with local customers helped to position them as trusted advisors, their approach to sales became inconsistent over time. They needed a common sales language and methodology to create a seamless customer experience and drive to results.

If you would like to streamline your sales organization's approach to selling and transform your customers' buying experience, FranklinCovey can help.

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 people how to become remarkably better at the person-to-person aspects of sales. They become trusted advisors to their clients by seeking first to understand their clients' needs and then working together to create win-win outcomes that benefit both sides.

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.