

HELPING
CLIENTS
SUCCEED.

CASE STUDY

TOP 10 GLOBAL PROFESSIONAL SERVICES COMPANY
ACHIEVES 150% ROI

A BIT OF BACKGROUND AND CONTEXT

A leading global professional services company was committed to finding better ways to help its clients succeed, improve sales revenues and increase shareholder return.

WHY THE CLIENT NEEDED HELP

The client needed to do a better job of differentiating its solutions in an increasingly competitive environment. Senior leadership was looking for a selling methodology that would not be “sales-y” and would help executives (in sales roles) discover their customers’ true needs and communicate value propositions that would directly align with those needs.

WHAT WE ACHIEVED TOGETHER

The client partnered with FranklinCovey’s Sales Performance Practice to train, consult, and coach its leadership in the *Helping Clients Succeed*® sales methodology. With the success of its engagement, this organization fully integrated the FranklinCovey methodology into how it sells and goes to market.

Executives and senior consultants around the world now participate in training and consulting on how to apply the best practices of top performers in their sales efforts and receive coaching on tools and strategies in the context of live client opportunities. The organization conducts more than fifty training sessions around the world each year, in addition to many virtual sessions focused on specific vertical client engagement teams that require assistance. FranklinCovey continually advises and consults with senior leaders around the globe.

The organization conducted an ROI study with a third-party research firm to evaluate the impact of the engagement. The findings showed a 150% return on investment in the year immediately following the measurement period. Participants who attended the FranklinCovey training achieved higher win rates, initiated more client conversations, and developed more robust pipelines.

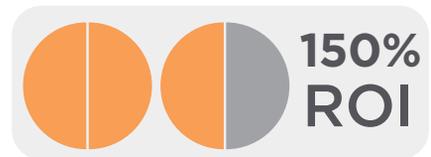
INDUSTRY

GLOBAL PROFESSIONAL SERVICES

SOLUTION

HELPING CLIENTS SUCCEED®

CLIENT RESULTS:



Significant
Annual Revenue
Gains

\$737K ← → \$3.1M



Additionally, this company achieved the following as a result of its work with FranklinCovey:

- Individual partner annual revenue gains ranged from \$737,000 to \$3.1 million
- 18% growth per executive achieved overall; some executives reported 75% growth
- Executives rated their new sales methodology a 9.5 out of 10
- Executives reported a 56% increase in their ability to eliminate discounts due to their new abilities to create compelling business cases that clearly prove value
- 51% improvement of eight key skills directly related to optimizing business development funds

After more than fifteen years of partnership with FranklinCovey, the *Helping Clients Succeed*[®] methodology is now an essential part of the organization's culture. FranklinCovey rates among the highest of all of its service providers. Over the course of our engagement, this organization has grown from \$10 billion to more than \$32 billion in annual revenues.

WHY IT MATTERS TO YOU

The client needed a selling methodology that would help it stand out in an overcrowded and highly competitive marketplace. Its executives needed help creating and articulating value propositions that directly addressed client needs and expectations. FranklinCovey's *Helping Clients Succeed* methodology has helped this client drive exponential growth and strong returns to shareholders over the course of their long and valued relationship.

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.

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.