

## UNLEASH THE POWER OF MAXIMUM DEAL ADVANCEMENT COACHING

### THE CHALLENGE

Most companies approach deal advancement from a *solutions* strategy vs. a *sales* strategy perspective. They spend an inordinate amount of time responding to poorly qualified RFPs, attempting to differentiate themselves based on their people, processes and technology. Too often, their solutions are designed in the absence of customer insight.

### THE DIFFERENCE THAT MAKES THE DIFFERENCE

FranklinCovey Deal Clinics are an important part of our renowned sales leadership training solution. Designed to follow our *Sales Leader Base Camp* program, Deal Clinics help your leaders coach their teams to develop and execute a ***rigorous sales strategy that moves opportunities up or out.***

Our experience suggests that fewer than 15% of sales managers coach – and of those who do, only 25% of their time is dedicated to helping advance deals and skills in a deliberate and predictable way. FranklinCovey Sales Guides, all experienced and successful sales leaders, offer ***expert guidance to your sales leaders as they coach their teams through the pursuit of must-win opportunities.***

### COACHING BEGINS IN THE CLASSROOM

- Prior to the start of training, a Sales Guide will contact each leader to forge the relationship and set up a weekly cadence of post-training Deal Clinics.
- Sales Guides will attend leadership training and guide leaders through skills application activities.
- During post-training Deal Clinics, Sales Guides will help leaders coach their teams more effectively to ***move qualified opportunities forward, resolve specific selling barriers, and accelerate key decisions.***



***Most managers believe they are “deal coaching” during routine pipeline management calls – when, in fact, they aren’t.***

### CLIENTS HAVE REPORTED:

