Helping Clients Succeed

Delivered by Franklin Covey

Summary

Helping Clients Succeed (HCS) is a methodology that blends the art and science of sales - integrating communication and relationship-building skills with disciplined business thinking and execution process. It enables sales people to become trusted business advisors who help clients succeed and produce sales revenues, time and time again.

Outcomes

Participants in the Helping Clients Succeed Programme will be able to do the following:

- Qualify opportunities in terms of time, money and people.
- Consistently create mutual exploration.
- Initiate new business with clients.
- Present evidence and impact of a solution.
- 5. Influence positive and timely decisions.

Challenge

The economy. Need we say more!

Actually, we prefer to look at the current challenge of a difficult economy as your opportunity to get out from under the wave of economic crisis. Create a wave of economic and business success for you and your organisation by 'selling' in a way that builds long-term, high-trust relationships by exactly meeting your clients' needs.

Solution

We offer an approach that balances the art and science of sales. The art of sales focuses on the people skills that create authentic dialogue and language for building high-trust relationships. The science of sales focuses on a repeatable, consistent process for initiating, qualifying, winning and growing business.

Helping Clients Succeed (HCS) is a mind-set, skill-set, tool-set and methodology - integrating communication skills with disciplined business thinking and execution process. It enables you to eliminate the dysfunctions in the selling/buying process and get buyers on the same side of the table to: get real, talk honestly, explore issues, collaborate and craft solutions that exactly meet the client's needs. The end result is radical success for you and your client.

» An Overview

Helping Clients Succeed is a tried and tested sales performance development programme developed by FranklinCovey and implemented in a number of organisations at national and global levels.

It is based on foundational principles and concepts developed by Mahan Khalsa, a world-renowned expert on sales and business development; who has worked with some of the world's largest and most successful organisations. He is the author of Let's Get Real - or Let's Not Play, a groundbreaking book which raised 'solution selling' to a new level.

Helping Clients Succeed not only delivers concepts that give a strong theoretical foundation for business development and consulting, it also provides the critical thinking (IQ) and communication skills (EQ) required to do it in real life.

The programme is sophisticated while remaining simple. It provides the strategies and skills for delivering high sales performance, without sacrificing the realities of solid business thinking and the need to build capacity for short as well as long term success.

» Introduction

Einstein said that "to keep doing the same thing and expect different results is a definition of insanity". However for sales people who are taught traditional selling methods, that are just revamped over time, it can be difficult to change embedded behaviours. The Helping Clients Succeed approach requires a sales person to have a complete paradigm shift. To make this transition HCS connects people to their personal motivation to change.

The delivery of the Helping Clients Succeed programme is flexible, depending on the needs of the client. It varies from a 2-day public pro- gramme, to a 5-day corporate in-house solution. Whilst the implementation of the programme differs we would typically include these elements in all options:

- Exploring the dysfunctional sales model - why selling doesn't work.
- Understanding our motivation to change.
- Discussing the objectives for the Helping Clients Succeed programme, typically:
    - Increased Revenues.
    - Increased Margins.
    - Increased Client Satisfaction.
    - Increased Repeat Business.
    - Increased New Opportunities.

To reach these objectives, sales people need to create a solution that exactly meets the client's needs. Anything less is likely to be of no value to the client, and therefore of no value to the sales person.
The task can be approached in one of four ways:

- Tell the client what they need.
- Accept without question what they say they need.
- Guess at what the client needs.

- Apply our experience and intellect and 'Mutually Explore' to develop what they need.

Helping Clients Succeed develops the rationale and skills to consistently create Mutual Exploration, which enables sales people to achieve the objectives above.

» Foundation Principles

The business development dialogue is a balance between enquiry and advocacy. It requires exceptional critical thinking and communication skills. The better job we do of enquiry the more powerfully we can advocate. The Foundational Principles of the course help build the core competencies of asking effective questions to understand clients' needs.

The Foundational Principles are:

- Intent Counts More Than Technique.
- No Guessing!
- Questioning and Listening are Two Sides of the Same Coin.
- Peel the Onion.
- Structure the Conversation.
- Slow Down for Yellow Lights.
- Check Your Ego at the Door.

» Foundation Principles

These principles outlined above introduce the paradigm shifts, concepts and practical skills that build the foundation of skills that will be applied to the business development process: **ORDER**.

O - The Opportunity

You can't help someone succeed who has no perceived need. Consultants learn how to collaborate with clients to develop a compelling business around a particular solution, or to agree that a strong business case doesn't exist. This analysis permits both consultant and client to allocate resources to high probability situations and exit gracefully from low probability activities. Consultants will learn to avoid premature discussion of solutions, and move instead to exploring the underlying business problems the solution is intended to solve and/or the desired results the solution is intended to produce. Problems and results can be examined for evidence; evidence can be developed into economic consequences and impact, thus creating a sound business case for adopting a solution.

R - The Resources

You can't help someone succeed with insufficient resources. Consultants will learn how to qualify an opportunity in terms of time, money and people. A distinction is made between price justification ("Are we getting the best price?") and value justification ("Is this solution worth the investment?") Particular emphasis is given to establishing a realistic expectation on the part of the client on what is required financially to solve the problem or achieve the desired results. Consultants will role-play predictable client responses to the question, "Have you established a budget for this project?"

D - The Decision Process

You can’t help someone succeed who can’t make a decision. Consultants will learn to decipher:

Steps	Decision	When	Who	How

- What are all the steps?
- What decision will be made at each step?
- When will these decisions get made?
- Who will be involved at each step?
- How will each decision maker decide?

E - The Exact Solution
Proposals don’t sell, people do. Consultants will learn how to present the evidence and impact of a solution, within the resources allocated, and match the expectations and needs of decision makers. Consultants will learn to gain agreement and present a “What If...” oral presentation. They learn to position the written proposal as confirmation, rather than a persuasive, document. When the solution is presented, consultants learn to surface and resolve clients concerns (price and non-price) and to obtain a yes or no decision, rather than an indefinite “maybe”. Consultants will learn to close the business.

R - The Relationship
Consultants learn what to do when the client says “yes”, “no” , or “maybe” to ensure there is a productive, ongoing relationship. They learn how to minimise downstream risk, and pre-handle potential problems in a way that will maintain the highest level of relationship.

» Account Development

Consultants learn how to initiate new business with current clients and prospective clients. They understand how to create cold calls, introductory letters and opening statements on the phone or in meetings which will engage the client around pertinent business issues and impact, rather than products. They also understand how to move the client into mutual exploration once the discussion has started.

» Communication Tools

Consultants learn how to listen to the structure as well as the content of client statements and then ask questions that create greater clarify and mutual understanding. Consultants learn how to listen empathically as well as actively and they understand important techniques such as understanding and answering the real question. Match, Lead and Redirection, are powerful methods to keep the conversation focused in an area where they can help the client succeed.

» Cost
A 2-Day workshop £1340+VAT

» Get in touch with us
Call us at **08455213747** or click here to fill the form.