

Growing Consulting Firm:

Actual client name withheld

Challenges Brought on by Success



Background

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.

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.

Implementation

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

Solutions:

Helping Clients Succeed[®]

Qualifying Opportunities[®]

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performance, would ensure that, regardless of touchpoint or location, their customers would experience the same quality experience.

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

Results

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



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance with unlimited access to FranklinCovey content. The pass comes complete with tools, assessments, videos, digital learning modules, and all of FranklinCovey's training courses—available Live-Online, On Demand, and Live In-Person.

For more information, contact your FranklinCovey client partner at 888-868-1776.

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

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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.

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.

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.

