

# INITIATING NEW SALES OPPORTUNITIES IN CHALLENGING TIMES

FranklinCovey  
**CURRENTISSUES™**  
LIVE-ONLINE SERIES

Lessons and Tools From *Helping Clients Succeed*®

## The Challenge

Your world has changed very quickly! Has your message? Your clients' worlds have changed as well. Your messages of yesterday may be completely irrelevant to them today. If you are going to reach out to a client, either current or prospective, you need to have a "provocative insight" to share. Of all the calls, emails, and texts they receive today, why you? Why would they choose to give you their time? First impressions are lasting; make yours count.

### Introducing *Initiating New Sales Opportunities in Challenging Times: Lessons and Tools From Helping Clients Succeed*

This 90-minute Live-Online™ work session prepares you and your team to slow down and really think about your messaging. Topics will be covered from FranklinCovey's body of work *Helping Clients Succeed*. We will offer our thinking and tools that are most applicable today on:

- The Great Paradox of Success
- Intent Counts More Than Technique
- Balancing Inquiry and Advocacy
- Defining Value
- Structured Conversations



THE CHALLENGE	THE SOLUTION
Tough times make us focus on ourselves and our numbers.	Focus on your clients' numbers, and you will achieve your numbers as well.
We talk too much about services and solutions.	Diagnose before you prescribe.
We create messaging about us and what we do.	Define value from your prospect's point of view.

## Objectives

*Initiating New Sales Opportunities in Challenging Times* is based on FranklinCovey's bestselling work session *Helping Clients Succeed*. The mindsets and skillsets will provide you with the strategies to succeed in this unique work environment.

PRACTICE	OBJECTIVE
<b>THE GREAT PARADOX OF SUCCESS</b>	Understand that your success comes from creating success for your client, especially in difficult circumstances.
<b>INTENT COUNTS MORE THAN TECHNIQUE</b>	Understand why your motives allow you to successfully engage clients when they are confronting challenges.
<b>BALANCING INQUIRY AND ADVOCACY</b>	Tell your story in the context of your client's story.
<b>DEFINING VALUE &amp; PROVOCATIVE INSIGHT</b>	Recognize how to define value in terms of your client's needs so you can share a provocative insight that persuades them to answer your call.
<b>STRUCTURED CONVERSATIONS</b>	Frame the conversation around your client's business and their most important needs in light of current circumstances.

## Delivery Option

*Initiating New Sales Opportunities in Challenging Times* is available as a Live-Online work session to be delivered by a FranklinCovey consultant.

## Resources

### The solution includes:

- 90-minute Live-Online work session
- Participant toolkit

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FranklinCovey has a team of more than 150 delivery consultants who facilitate thousands of Live-Online and Live In-Person work sessions each year. These experts are certified in all our content solutions and are highly skilled in virtual delivery. For more information or to schedule a work session, contact your FranklinCovey client partner or call 1-888-868-1776.