



ENGAGEMENT

RESULTS

GROWTH

EXECUTION

PURPOSE

ADVANCING SALES OPPORTUNITIES IN CHALLENGING TIMES

A toolkit for leaders

WELCOME

As businesses shift to remote work during the coronavirus pandemic, sales professionals need to adjust the way they do business but not why they are in business.

Staying focused on creating value for customers and clients is critical, despite our own inner hesitancy to make new connections and nurture existing opportunities.

This toolkit has been designed to help you consider how you and your teams can stay focused and productive.



NAVIGATING THIS TOOLKIT

We have divided this toolkit into four sections:

1	2	3	4
THE BASICS Helping clients and customers succeed is the essence of sales	CHECK YOUR INTENT Intent counts more than technique... and technique is important	PRIORITISE Refocus on your priority prospects, customers, clients and activity	SHARPEN YOUR SAW Take time to “double-down” on your capability and skills

1

THE BASICS

HELPING CLIENTS AND CUSTOMERS SUCCEED IS
THE ESSENCE OF SALES

KEY INSIGHT - THE GREAT PARADOX OF SALES SUCCESS

UNDERSTAND THAT YOUR SUCCESS COMES FROM CREATING SUCCESS FOR YOUR CLIENT, ESPECIALLY IN DIFFICULT CIRCUMSTANCES. IT'S MORE IMPORTANT THAN EVER TO FOCUS FIRST ON YOUR CLIENT'S SUCCESS AND THEN ON YOUR OWN SUCCESS. DON'T FOCUS ON YOUR SALES NUMBERS, FOCUS ON THEIR CRITICAL NUMBERS.

IN TIMES LIKE THESE, IT'S EASY TO START THINKING ABOUT AND ACTING ON WHAT IS IMPORTANT TO US, OUR TARGETS, OUR COMMISSION, OUR NEEDS. CLIENTS CAN SENSE THIS IMMEDIATELY AND WILL BACK AWAY. INSTEAD, CONSIDER OFFERING A 'PROVOCATIVE INSIGHT' THAT WILL ENGAGE AND BE SEEN AS HAVING VALUE.

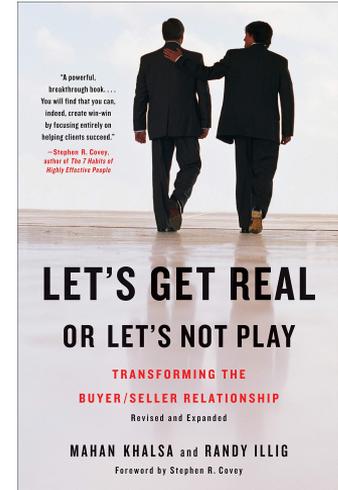


Randy Illig is the Global Practice Leader of FranklinCovey's Sales Performance Practice and the co-author of Let's Get Real Or Let's Not Play. With more than 25 years of experience ranging from direct sales and general manager to successful entrepreneur, CEO and board member, Randy leads the global sales performance practice team as we help our clients build high performance sales and sales leadership teams.

Too often, the sales process is all about fear. Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and make their quotas. No one is happy. Mahan Khalsa and Randy Illig offer a better way.

Salespeople, they argue, do best when they focus 100 percent on helping clients succeed. When customers are successful, both buyer and seller win. When they aren't, both lose. It's no longer sufficient to get clients to buy - a salesperson must also help the client reduce costs, increase revenues, and improve productivity, quality, and customer satisfaction.

- Start new business from scratch in a way both salespeople and clients can feel good about
- Ask hard questions in a soft way
- Close the deal by opening minds



DOWNLOAD AN
EXTRACT FROM
"LET'S GET REAL OR
LET'S NOT PLAY"

2

CHECK YOUR INTENT

INTENT COUNTS MORE THAN TECHNIQUE... AND
TECHNIQUE IS IMPORTANT

KEY INSIGHT

CUSTOMERS CLIENTS AND PROSPECTS DON'T CARE HOW MUCH YOU KNOW, UNTIL THEY KNOW HOW MUCH YOU CARE... ABOUT THEM!



Les Bailey is FranklinCovey's Regional Practice Leader for Sales Performance in the UK and Ireland. Les has mastered most sales, business development and sales leadership roles in a successful sales career spanning over 35 years, helping inspire people, grow talent and drive better results.

People are unlikely to share their beliefs or trust your advice unless they trust your intent.

- **Is the intent of your questions and recommendations to help them get what they want in a way they feel good about?**
- **Or is your intent to help you get what you want in a way you feel good about?**

People can sense this. When it comes to intent, most salespeople, rightly or wrongly, are judged guilty until proven innocent. And this couldn't be more true than at the beginning of the sales cycle. When you're calling on someone who doesn't even know you, if your intent serves the interests of your prospective client, as well as your own, you can act congruently with that intent. Trust will increase, mutual understanding will increase, and you will more often arrive at solutions that truly meet your prospective clients' needs.

STEP 1

SHARE, ASK AND TASK: Send the short video below to team members asking them to watch the video and then consider how the concept applies in the current working situation.

STEP 2

SHARE: Bring the team together and discuss their insights, ideas and challenges.

STEP 3

ASK: What might the risks be of declaring our intent? What about the benefits?

STEP 4

COMMIT: Ask each team member to commit to an action that will create transparency around their intent.

Watch the Video Clip
“How Declaring Your Intent Builds Trust”

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PRIORITISE

REFOCUS ON YOUR PRIORITY PROSPECTS,
CUSTOMERS, CLIENTS AND ACTIVITY

KEY INSIGHT

“ANYTHING LESS THAN A CONSCIOUS COMMITMENT TO THE IMPORTANT IS AN UNCONSCIOUS COMMITMENT TO THE UNIMPORTANT.”

- DR. STEPHEN R. COVEY

STEP 1

SHARE: Send the tool, videos and article on the previous page to your team members.

STEP 2

TASK: Schedule a 1-on-1 with each member of your team with the **explicit intent** to discuss the resources you've shared with them.

STEP 3

ASK: At your 1-on-1 work through the 3 resources, ask for their insights and specifically ask for their thinking behind the criteria they have chosen on the prioritisation tool.

STEP 4

TASK, SHARE AND ASK: Meet as a team and ask each person to share their prioritisation criteria, look for similarities and differences, discuss them. Does the team need to agree shared criteria?

STEP 5

COMMIT: Ask each team member to commit to one important, not urgent, action they will take to advance one of their priority clients, customers or prospects.

4

SHARPEN YOUR SAW

TAKE TIME TO “DOUBLE-DOWN” ON YOUR
CAPABILITY AND SKILLS

KEY INSIGHT

CAPABLE PEOPLE AND TEAMS INSPIRE CONFIDENCE.
BUILDING CAPABILITY BUILDS RELEVANCE, CONFIDENCE
AND TRUST.

HOW CAN SALES PROFESSIONALS SURVIVE OR EVEN
COME OUT STRONGER DURING THIS DISRUPTION?
USE THE THREE RESOURCES THAT FOLLOW TO
RECALIBRATE YOUR THINKING.

Revisit the 7 Habits of Highly Effective People through the lens of a sales leader. Download our white paper for an engaging and highly relevant perspective on the challenges of sales leaders today.

[DOWNLOAD THE WHITE PAPER HERE](#)



Watch episode 22 of **FranklinCovey On Leadership** to understand that when we want to build trust, we usually begin with our integrity. Join New York Times bestselling author Stephen M. R. Covey as he argues that equally important is our credibility: delivering results, making and keeping commitments, and staying loyal to the absent.



Stephen M. R. Covey is co-founder of CoveyLink and of the FranklinCovey Global Speed of Trust Practice. A sought-after and compelling keynote speaker and advisor on trust, leadership, ethics, and high performance, he speaks to audiences around the world. He is the New York Times and #1 Wall Street Journal bestselling author of *The Speed of Trust*, and coauthor of the #1 Amazon bestseller *Smart Trust*.

[WATCH OR LISTEN TO THE EPISODE](#)



Peter Dahl is living, operating, and winning at the intersection of change. Peter resides in Denmark, leads apparel sales across multiple channels, supports employees and customers around the world, and works in an industry that is rapidly changing. Listen to episode 30 of the **Leadership Lab** to hear what he has learned as a leader operating in such a dynamic environment. If you are leading in the face of change, you don't want to miss this episode.



Join Dr. Patrick Leddin every other Wednesday as he speaks with authors, thought leaders, athletes, entrepreneurs and other influential leaders as they challenge the status quo of leadership to explore new ways to lead and find success. Leadership Lab with Dr. Patrick Leddin is presented by FranklinCovey.

[LISTEN TO THE EPISODE](#)





WE HOPE YOU FOUND THIS TOOLKIT USEFUL