



The Challenge

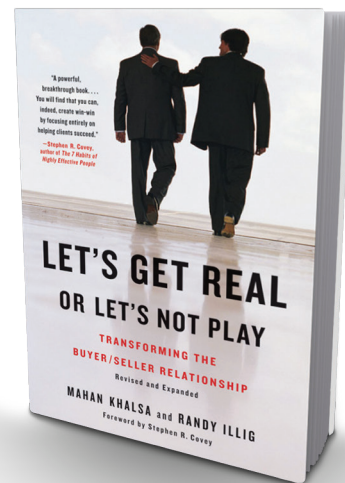
Sales isn't just about selling, it's about helping clients succeed. Are you on your game? How about your business—are you where you want and need to be?

In today's crowded sales environment and challenging economy you need every advantage to stand out from the crowd and win more business.

The Solution: *Helping Clients Succeed*TM

We're all about the demise of dysfunctional sales and the advent of helping your clients succeed. It's a fresh approach to radically increasing your sales.

*Helping Clients Succeed*TM is a ground-breaking solution that teaches leaders how to create win-win results by focusing entirely on helping clients succeed.



*Helping Clients Succeed*TM Program is based on a powerful and breakthrough book by Mahan Khalsa and Randy Illig, *Let's Get Real: or Let's Not Play*, which focuses on transforming the buyer and seller relationship.

Helping Clients Succeed™ Training Program

The completed program of the *Helping Clients Succeed™* Program consists of a total of four training work sessions.

- › Initiating New Opportunities
- › Converting Opportunities
- › Negotiations
- › Qualifying Opportunities

Initiating New Opportunities: Creating & Advancing New Opportunities

Initiating New Opportunities is a work session that teaches sales managers and sales people how to confidently and predictably create and advance profitable opportunities that help current and new clients succeed. We provide the process, strategies, skills, and tools for transforming sales professionals into trusted business advisors who:

- › Initiate new opportunities that are compelling and relevant for clients.
- › Prepare sales plans that provide insight into targeting the right marketplace and the right clients.
- › Create open, engaging dialogue with clients to mutually explore ideas and possibilities for profitable results.
- › Co-develop client-centered value propositions and business cases with clients.
- › Help clients succeed—always.

Converting Opportunities: Advocacy and Presenting to Close

This is a work session that transitions the HCS Opportunity Qualification (inquiry) session to advocacy and presenting to close. This portion of HCS focuses on helping sales people become trusted business advisors who:

- › Present a business proposal effectively.
- › Enable clients to make informed, timely decisions.
- › Close the deal.
- › Help clients succeed.

Negotiations: Creating & Claiming Value

The ability to deliver value exchange in a way about which the client feels good is a critical part of yours and your client's success. When you apply negotiation principles with effective dialogue in a process that's repeatable, you are able to manage a discussion in which you can create the best value for the client—and claim the exchange of value for your organization.

This negotiations work session focuses on conducting intelligent business conversations through proven skills and disciplines for creating value and claiming your fair share. Specifically, you will learn how to:

- › Improve profitability.
- › Create a common methodology/language.
- › Nurture and sustain longer-term relationships.
- › Prepare effectively for the many negotiations you're involved in throughout the year.

Qualifying Opportunities: Inquiry

This is a work session that teaches sales people how to break down the dysfunctions in the selling/buying process and get real with trustworthy communication and disciplined business thinking. Our unique HCS methodology provides the strategies, tools, critical thinking and communication skills to transform sales people into trusted business advisors who truly:

- › Create value based on the buyer's criteria rather than the seller's criteria.
- › Enable clients to make decisions in their own best interest.
- › Deliver critical business results.
- › Help clients succeed.

Let's Get Real TODAY!
1.800.581.6009
www.ascendfast.com