Helping Clients Succeed®
It’s all about getting real and helping clients succeed.

Sales and Business Development
Consulting and Training

Getting real and helping clients succeed is a mind-set, skill-set, and tool-set for becoming maniacally client-centered. It is a way of thinking, being, and behaving. It removes the stigmas that come with sales and removes the all-too-common adversarial and dysfunctional interplay between sellers and buyers. It’s also a process for creating candid dialogue, fresh thinking, innovative collaboration, insightful decision making, and robust execution—with clients and within an organization.

The Missing Link—Why Companies Most Often Fail at Generating and Sustaining Sales

We start with the assumption that companies have hired intelligent, competent professionals at all levels, who are working at full capacity and who are doing the best they can with their available resources (physical, mental, emotional, etc.). In this type of environment, significant sales increases are not usually produced by working harder.

The temptation to just hire more or different salespeople often produces dramatic and sometimes catastrophic increases in costs without the desired effect of increased revenues and margins. So how can sales forces work more efficiently and effectively? Few companies would say that their sales force does not have room for substantial improvement. Yet, the means for that improvement remain elusive. Otherwise, those solutions would be in place and the improvement gap would be closed.

Instead, the usual levers (compensation, restructuring, CRM tools, training, etc.) are pulled in various combinations with the hope that something will work. When things seem to be going well, it is hard to know why; when they are going poorly, it is hard to know what to change.

Our Methodology

INORDER represents the underlying sales methodology we use in Helping Clients Succeed. Each module in the methodology represents a different stage in the sales process, starting from the front end with Initiating New Opportunities (INO) and Qualifying Opportunities (ORD), then closing at the back end with Winning and Growing Opportunities (ER).

With our suite of consultative sales-training solutions, you can transform your salespeople into trusted business advisors who “get real” and maniacally focus on helping their clients succeed, resulting in increased sales, shortened sales cycles, improved margins, and satisfied clients.

Initiating New Opportunities

Initiating New Opportunities focuses on the critical skills to open and develop sales with new clients and expand the opportunities with new and current clients.

Opportunity Creation

- **IN**
  - Initiating New Opportunities

- **O**
  - Opportunity

- **R**
  - Resources

- **D**
  - Decision Process

Opportunity Conversion

- **E**
  - Exact Solution

- **R**
  - Results

Offer Gracefully to Exit

Opportunity, Resources, and Decision Process (ORD) focus on exploring the opportunity, gathering information, asking good questions, and listening carefully to the client. By the end of ORD, consultants should have gathered enough information to objectively determine if they have an opportunity with a significant probability of success.

Exact Solution and Results (ER) are about converting the opportunity into an exact solution. During E and R, consultants enter advocacy mode, presenting a solution that meets the criteria and addresses the issues and resources gathered in ORD in such a way that enables the client to make a decision gotten with the consultant’s solution or not.