

MEET COLLEEN FRANCIS



Colleen is driven by a passion for sales - and results. A successful sales professional for over 20 years, she understands the challenges of selling in today's market and how traditional sales techniques from decades ago often fall short.



Colleen has studied the habits of the top 10% of sales performers from organizations of all sizes and shapes - from small businesses to Fortune 500 companies. She has complemented conventional sales wisdom with proven sales strategies that get results in today's tough economy.

Through her company, Engage Selling Solutions, Colleen has condensed this winning formula into an internationally acclaimed sales training system, helping sales professionals everywhere to make an immediate and lasting impact to their results.

Through sales training for teams and sales coaching for individuals, Colleen delivers her savvy, no-nonsense approach to sales, rooted in the belief that there really isn't a single magic formula to success. Rather, her researched, field-tested approach is about consistently applying a common sense process for listening to, working with, and tending to the needs of customers.

And unlike conventional *hit-and-run* training, Colleen's approach includes follow-up and accountability to ensure that each and every participant implements these proven strategies and any road-blocks are quickly identified and surmounted.

Ask any of Colleen's clients about why they call on her services - again and again - and you'll hear a common refrain: she delivers results! Her refreshing candor, her genuine, sincere message, and the personal experiences she relates as a top ranked sales executive all are inspiring motivators for sales professionals who strive to get to the top... and stay there. Just as important, Colleen is unwavering in her commitment to sales training that makes a lasting and meaningful impact on the corporate bottom line. That's why her services are regularly sought by leading organizations throughout the world including RBC, Adecco, Bell, Dow Chemical, HelmsBriscoe, Wilhelmsen and many others.

Colleen has been distinguished as a Certified Sales Professional (C.S.P.), is a past President of the Canadian Association of Professional Speakers and is a member of the Canadian Speaking Hall of Fame. Sales and Marketing Magazine has called Colleen and Engage Selling: *One of the top 5 most effective sales training organizations in the market today!* ➔

"With the tips received from Engage I was able to increase my sales a whopping 93% from January to August."

Rick Halbert

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Contact Engage Selling today: www.EngageSelling.com
1-877-EngageU or 1-613-730-7700



COLLEEN'S 3D SALES TRAINING PROGRAMS: Focused on Results

When you choose Engage Selling as your sales training partner, you can count on benefiting from Colleen's 3D Sales Training System - at the heart of today's most effective sales teams. This is not hit-and-run training - Colleen ensures training is tailored to the specific needs of each organization and provides the follow-up that instills accountability in all participants.

Engage Selling – 3D Training System Focused on Results

1. Discover

An assessment of the sales team's strengths and weaknesses is performed so focus is placed on those areas that will yield the greatest results.

2. Deliver

Training is delivered to energize the sales team and deliver immediate and lasting results with a focus on individual accountability to improve results.

3. Do!

Ongoing team monitoring with individuals held accountable to their commitments to adopt new techniques and behaviors.

Discover

Engage's sales training engagement begins with discovering the biggest opportunities for increasing the sales team's performance. Spending time on areas of the sales process that will not yield significant performance improvements reduces the return on training investment. Instead, Colleen utilizes a variety of tools to determine where the biggest opportunities to improve results lie so that a training program can be constructed to deliver those results.

Deliver

With her high-energy delivery and refreshing candor, Colleen delivers training that engages participants with easy-to-understand strategies and practical implementation tactics. Whether in person or via webinar, Colleen details implementation steps using real examples and sales scripts. This ensures that implementation can begin immediately, literally upon return to the office. And each participant is required to complete an Individual Accountability & Implementation Plan, committing to implement their key strategies implementation actions.

Do

With traditional hit-and-run training, participants often retreat to their comfort zone when they return to the office. To ensure that newly learned strategies are implemented, Colleen provides mechanisms for follow-up and accountability. Not only does this provide incentive to ensure implementation is completed as committed in time for the call or webinar, it also provides an opportunity to identify any road-blocks encountered so they can be discussed and resolved.

The Results

To make certain that your entire sales team obtains a high level of buy-in at each step of the process, ensuring that they retain, understand and put their new tools into action at a level you didn't realize was possible. ↗

"What ought to pass for common sense is, in fact, not practiced often enough by salespeople and other professionals. Colleen helped us avoid making those mistakes. We enjoyed the last year working with Colleen. She is ever the consummate professional with great insight into selling."

Mark Volk, Manager - formerly of Corel Corporation

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GET ENGAGED - GET RESULTS!

Colleen's Sales Training Services

Whether you are a business owner, sales professional or sales executive, Colleen provides services for an immediate and lasting improvement in your results.

A successful sales professional, executive and business owner herself, Colleen understands the challenges of selling in today's market and how traditional sales techniques from decades ago often fall short.

Regardless of how you engage, Colleen's services deliver results:

Customized training reflecting your most acute needs. Rather than delivering stale, cookie cutter solutions, Colleen presents sales strategies that reflect the results of a preliminary needs analysis. This ensures that training time is spent on sales strategies that will deliver the biggest impact on results.

Proven sales strategies for immediate implementation. Instead of recycling decades old sales methodologies, Colleen's sales strategies are proven, based on what is working today in this tough economy. And Colleen doesn't stop at what to do; she also addresses the how so that participants can begin implementing immediately.

Accountability to ensure long-term results. Hit-and-run training simply doesn't work - participants quickly forget strategies and return to their comfort zone. Colleen ensures training sticks by providing on-going accountability to ensure that new strategies are being applied and trouble-shooting any implementation issues. ➔

Training Programs for Sales Teams

When you choose Engage Selling as your sales training partner, you can count on benefiting from Colleen's 3D Sales Training System (Discover, Deliver, Do!) - at the heart of today's most effective sales teams. This is not hit-and-run training - Colleen ensures delivery is tailored to the specific needs of each organization and provides the follow-up that instills accountability in all participants. Read more at www.EngageSelling.com/training.

Coaching Programs for Individuals

Looking for on-going access to cutting edge sales techniques and someone to hold you accountable for their implementation? Colleen's sales coaching programs Hit-and-run training simply doesn't work - participants quickly forget strategies and return to their comfort zone. Colleen ensures training sticks by providing on-going accountability to ensure that new strategies are being applied and trouble-shooting any implementation issues. Read more at www.EngageSelling.com/coaching.

Key-Note Speaking Programs

Especially suited for associations and industry events, Colleen's speaking programs provide the convenience of packaged, proven content while maintaining the ability to customize each to meet the needs of the audience. Choose from a selection of programs that cover key elements of the sales process while still benefiting from up-front needs analysis as well as post-event group follow-up to ensure accountability and trouble-shoot any implementation issues. Read more at www.EngageSelling.com/speaking.

Training Events

For individual sales professionals or organizations who want to benefit from Colleen's sales strategies with the convenience of a public event. Over the course of three intensive days, the Sales Mastery Workshop provides attendees with proven sales strategies and engaging exercises so that they leave with a complete sales plan that can be applied immediately upon return to the office. Read more at www.EngageSelling.com/events.

SPEAKING PROGRAMS TO ENGAGE AND INSPIRE RESULTS

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In Pursuit of More!

The New Rules for Sales Success from Cold Call to Repeat Customer

Get Results: More prospects, more returned calls, more margin, more closes and more repeat customers. Techniques for the entire sales process.

Looking for focused results in one part of the sales process?
These programs deliver results, targeted to where you need them most:

Pipeline or a Pipe Dream?

Prospecting Skills to Increase Your Productivity — and Profits!

Get Results: Move beyond mindless cold-calling with strategies to get through to prospects and double your prospecting productivity.

Where's the Profit in That?

Five Steps for Negotiating Based on Value — Not Price

Get Results: How to stop discounting and close faster with less concessions. Negotiation techniques to manage customers and competitors.

Client Retention Strategies

Six Steps to a Steady Flow of the Most Profitable Sales!

Get Results: How to reduce sales cycles, increase revenue and improve margins using you're greatest asset: your customer base.

Speaking Programs for Sales Results: In Pursuit of More



The rules have changed. The market is different and a new economy is emerging. Buyers have responded to these changes quickly and dramatically. Have your selling models evolved to profit from this change?



Too many sales people rely on sales tricks recycled from years ago. Out-dated tactics such as overly aggressive or persistent cold calling, too-polished canned presentations, flashy corporate brochures, and insincere, over-inflated or manipulative tricks to try and close business. In today's new economy these approaches are not only sorely out of date, they're woefully ineffective.

Today's savvy buyers are looking to develop trusted, long-term relationships with their suppliers by demanding a new approach to sales that puts client results first, builds trust and loyalty, and ensures consistent success and profits for both the buyer and the seller.

If you're unhappy with your sales productivity and are not converting enough of your prospects into repeat customers, this will be the most important seminar you attend this year. With her internationally acclaimed training approach and no-holds-barred focus on results, Colleen demonstrates The New Rules of Sales Success for enhancing sales productivity that leads to consistently flawless sales results in today's new economy. With the strategies and tactics Colleen presents, you'll learn how to sell more, in less time, at a higher profit.

Get Results! Sales and Marketing Magazine has called Colleen and Engage Selling: *One of the top 5 most effective sales training organizations in the market today!*

- Reduce sales cycles by up to 30% by learning why people are afraid to buy and how to overcome these objections
- Increase your average order size by 46%; by moving your clients from satisfied to emotionally connected and loyal
- Implement the top 7 activities of high performers to reduce sales cycles by 30%
- Use the fine line between persistence and stalking to achieve an instant 80% increase in call-back ratios. ↗

Rave Reviews for Colleen:

"The sales support, suggestions, assistance, reminders and ideas that you provided to me are the 'secret weapon' that I feel helped me achieve my aggressive goal to hit president's Club"

Brenda Howes, Regional Director, HelmsBriscoe



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Speaking Programs for Sales Results: Pipeline or a Pipe Dream?

Ask any successful sales person and they'll likely admit to you that one of the cold, hard facts about this profession is that you can't sell to everyone. There is always going to be somebody who, for some reason at some time, either will not or cannot buy from you. That's why on-going, effective prospecting is absolutely vital. And yet prospecting remains one of the most misunderstood and poorly executed aspects of selling.



In today's economy Cold Prospecting has become increasingly difficult. Increasing competition, voice-mail and assistant barriers and recent do-not-call legislation mean that it is almost impossible to get through to new potential customers. Instead, the key to success is spending your time selling to warm or hot prospects. They are eager to meet, ready to listen and accepting of you as an expert advisor. . . with price resistance off the table. Is such a life in selling possible?

Yes! And it is now more vital than ever. Making quota through mindless, hunt-'em-down prospecting with a thick-skinned immunity to rejection and brute force closing just isn't possible in this tough market. In fact, in the new, emerging economy, it is the wrong skill-set altogether.

If you can be open-minded to a fresh new prospecting approach that increases income exponentially with fewer struggles – then Colleen can totally change your prospecting success. Armed with her 10 pipeline building techniques, proven to work in today's economy, Colleen can make your prospecting more productive and your results more profitable.

Get Results! Sales and Marketing Magazine has called Colleen and Engage Selling: *One of the top 5 most effective sales training organizations in the market today!*

- ➔ Turn time into money and wealth by doubling your prospecting productivity in just five minutes a day
- ➔ Fill your sales pipeline so it over-flows with highly qualified buyers
- ➔ Become instantly credible in your own business and industry
- ➔ Learn the one idea that will improve your closing ratios from 75:1 to 5:1
- ➔ Learn how to stop Prospectus Interruptus - once and for all
- ➔ Shorten your sales cycles by up to 50% by transforming your pipeline from cold to warm prospects with 10 pipeline building techniques ➔

Rave Reviews for Colleen:

One of our reps went from one or two conversations out of 10 call connects and no prospects (previous week average), to 6 prospects from of his 10 calls on the day immediately following your training. That is a pretty dramatic and immediate result!"

*Lewis Prochnau, Corporate Sales Manager,
Protus IP Solutions Inc.*

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Speaking Programs for Sales Results: Where's the Profit in That?

In today's highly competitive marketplace, closing the sale on your terms and with balanced profits showing for you and the customer is no longer negotiable, it's a requirement. To succeed today, every salesperson needs to know how to negotiate and close a sale without giving in, without losing a potential customer, all while answering the question on every customer's mind: where's the win for me?



Especially in today's emerging new economy, there is not a single sales profession who can afford not to be selling value rather than price. Regardless if you sell \$10 items to homeowners, \$1 million IT services to the Fortune 500 or executive recruiting, to the government.

Colleen's 5 Steps Model for Selling Value Not Price will totally transform your entire experience of selling –and your income.

With her dynamic presentation style, wealth of front line sales experience and unwavering focus on getting results, Colleen shares her guaranteed method for maximizing your results each time you present your solutions to a buyer. Through her unique **5-Step Process for Selling Value – Not Price** you'll learn how to defend against objections, keep your price firm, your customers loyal - and permanently increase your bottom line by easily closing the most profitable deals.

Everyone can convert their sales pitch into a value proposition, and Sell Value Not Price using Colleen's model, but you'd better be ready for different, provocative, challenging ideas – that are proven to work in today's new economy. This is NOT the 'run-of-the-mill' decades old selling information. These are Colleen's exclusive 5 steps for making any sale at your price and eliminating the competition.

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- ➔ Obtain unprecedented sales success through negative planning
- ➔ Why Pollyanna positive thinking will limit your income
- ➔ The crucial distinction between rejection and refusal and how it can make selling agonizingly painful or a walk in the park
- ➔ How to close 80% of negotiations without dropping your price.
- ➔ Find out why "no money," "no power" and "no time" are about priorities, not resources, and how to brush them aside.
- ➔ Learn why the buyer can't say "no need" if you've done your job.
- ➔ How to be firm, without appearing inflexible.
- ➔ Learn how to control the language to control the negotiation. ➔

Rave Reviews for Colleen:

"I have worked with some excellent sales management consultants over my 24 years in business, and it takes a lot to impress me; however, Colleen has rightfully earned my praise and respect. She would be able to help any organization uncover issues affecting its sales, and offer concrete solutions."

Kathryn Tremblay, President, Excel HR / Altis HR

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Client Retention Strategies:

6 Steps to a Steady Flow of the MOST PROFITABLE Sales all Year Long

In today's economy companies are complaining of reduced client spending and heightened competition. The result? Longer, drawn out sales cycles to secure new clients. And while that may be true for net new client acquisition, your current clients are ready and willing to buy from you with less struggle.

Your database is your most valuable asset in this current sales economy and managing it correctly can dramatically increase sales and profits. Yet, your current clients are only as valuable as the quality of the relationship you have with them—quality judged by that client's perception of your relationship. Selling more to your existing client requires a transformation from thinking, from "client list" or "client management" to "building a relationship with my client".

To achieve repeat client success, one question must be clearly answered: Why would my client buy from me again given all the other choices, including the choice to do nothing?

On going sales to your existing clients are profitable, easier and up to 15 times faster. Regardless of whether you are a business owner, a sales leader or an individual sales rep – this statistic should excite you! After all, faster sales cycles mean more profits, more commissions, more freedom and more overall prosperity.

In the *Client Retention Strategies: 6 Steps to a Steady Flow of the MOST PROFITABLE Sales all Year Long* program Colleen reveals her system for leveraging your database profitably – proven with her many active clients in today's tough market. Be warned, Colleen does not deal in cliché, glib, or eye rolling techniques for account management – those techniques from the past that leave organizations looking and sounding like everyone else, including their competition! Instead, let Colleen share the 6 steps to building long lasting, loyal and profitable client relationships.



Get Results! Sales and Marketing Magazine has called Colleen and Engage Selling: *One of the top 5 most effective sales training organizations in the market today!*

- ➔ Turn customer success into a permanent increase in profits without sacrificing new business development.
- ➔ Learn the top reasons why customers leave and what to do about it
- ➔ Create loyalty (and more sales) with 6 attention-getting tactics that get inside the client's mind and stay there.
- ➔ Discover the worst experience you can give your customer
- ➔ Learn how to be heard above the 8000 marketing and sales messages clients hear each day by delivering the right unique sales message, and the most profitable medium, at the right time.
- ➔ Have contacts beg to communicate with them up to 200 times a year.
- ➔ Increase profits 15X by increasing repeat sales. ➔

Rave Reviews for Colleen:

"Thank you for the tips and information. With the tips received from Engage I was able to increase my sales a whopping 93% from January to August."

Rick Halbert

SALES COACHING PROGRAMS FOR INDIVIDUAL EXCELLENCE

Whether as part of a broader training strategy or a stand-alone tool, Colleen's Sales Coaching program provides a breadth of resources for sales professionals and entrepreneurs to achieve on-going sales results. Colleen's "Lead-Up!" coaching generates results, providing reinforcement of sound selling strategies and introduction of new techniques, day-in and day-out. The program holds members accountable to commit to making changes in how they sell – implementing the strategies that will make immediate and lasting impact to results.



Lead-Up! provides the opportunity to work with Colleen personally. Through the power of email, telephone and the web, members have access to Colleen and the powerful sales advice, guidance and insights she provides – without having to leave the office.

Lead-Up! Gold

Get on-going, up-to-date sales strategies proven to work in this economy - and then be held accountable for their implementation!

Lead-Up! Platinum

Who wants to sell more in the next 12 months than in the last 12 years? All with resources of Lead-Up! Gold with one-on-one coaching and accountability from Colleen.

Resources for members can include:

- One-on-one coaching with Colleen
- Weekly engagement action plans for on-going sales advice and skills reinforcement
- Access to member's only web site, full of sales scripts and resources
- Regular town hall meetings to share collective insights into what's working
- Monthly web class training on specific topics for focussed skill development
- Preferred access to the Sales Mastery Workshop to develop a personalized sales plan
- Sales call monitoring and review for direct, in-depth feedback
- Monthly hardcopy newsletter delivered with additional sales resources and advice

With two levels of participation based on your sales goals, any committed sales professional or business owner can begin immediately to improve their results. ↗

*"Almost a year into the program, I continue to learn new skills, remember techniques I've forgotten and always am inspired to do better. Those on-going sales secret action emails, member calls and web classes always provide me something new to put into action - just the kick in the pants this sales veteran needs sometimes."
David Jewell, Vice President, HelmsBriscoe*

CLIENT LIST

Human Resources and Staffing

- ACSESS
- Adecco
- Eagle Professional Resources Inc.
- excelHR / altisHR
- The People Bank
- Staff Click Personnel
- Workopolis

Financial Services

- Eastern Financial Florida Credit Union
- First American Equipment Finance
- Mass Mutual
- Merrill Lynch
- RBC Dominion Securities
- Royal Bank of Canada
- Scotiabank
- Sun Life
- TiMC Inc.

Government and Public Sector

- Canada Post
- Department of International Trade
- Export Development Canada
- Health Canada
- Revenue Canada

Media and PR

- Conference Board of Canada
- Houston Chronicle (Hearst Papers)
- Progressive Business Publications
- Trader Publications
- Semiconductor Insights
- Skyline

Agriculture

- CHS, Inc.
- Dow AgroSciences
- Lebanon Seaboard
- Mosaic Company
- Poulin Grain

Education

- Algonquin College
- Carleton University
- Music for Young Children

Technology

- Corel Corporation
- DAP Technologies
- Fundraiser Software
- KingsBridge Disaster Recovery
- Learning Tree International
- Matrikon
- Platform Computing
- POSERA
- Protus IP
- Replicon
- SofterWare
- Talkswitch / Centrepointe Technologies
- United Online / NetZero / Classmates
- Whitepages.com

Bio Technology

- Boehringer-Ingelheim
- DNA Genotek
- Dow AgroSciences
- Fermentas
- MDS Nordion

Manufacturing

- Hood Packaging
- Petro Canada
- Pick Seed
- SupremeX
- Systeme Huntingdon Inc.
- TransCanada Pipelines
- Wilhelmsen Ships Service
- Wolf Steel

Retail

- Canadian Gift and Tableware Association
- Promotional Product Professionals of Canada
- Sears Canada
- SEFA (Supply & Equipment Foodservice Alliance, Inc.)

Hospitality

- Comfort Inn
- Greenfield Services Inc.
- Hard Rock International
- HelmsBriscoe
- Radisson Hotels and Resorts
- Travel Lodge

“Colleen provides sales training that resonates with people. She has a great way of getting her messages across and makes people take responsibility for their own outcomes.”

*Kevin Dee, CEO & Owner,
Eagle Professional Resources*

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SPEAKING PROGRAMS TO ENGAGE AND INSPIRE RESULTS:

Logistics Information

Speaking Program Investment

Up to 1/2 day (3 hours max.).....	\$10,000
Full Day.....	\$15,000

Note that this is not “hit-and-run” speaking! Colleen believes that to truly get a return from any speaking program, it has to be accompanied by an evaluation of the audience needs as well as follow to ensure accountability and trouble-shooting any implementation issues. All Speaking Programs include pre-event needs analysis for presentation customization and post-event follow-up to ensure implementation and results!



Logistics:

Meeting space: Should include use of a LCD projector with screen set to the left or the right of the stage, a table set up for a laptop, extension cords, and a wireless lapel microphone. Colleen will also require speakers/sound output for her presentation and a high chair/bar stool for seating. Seating should be arranged as close to the stage as the Fire Marshall will allow!

Expenses: Speaking fees are exclusive of travel and audio visual. Travel expenses include hotel, meals, ground transportation and full economy class airfare. All other expenses including additional printed materials approved by the client.

Duplication: No portion of Colleen’s program may be filmed, audio taped or electronically reproduced without prior consent.

Location: Colleen travels from Ottawa, Canada and Miami, USA



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