Colleen is driven by a passion for sales - and results. A successful sales leader for over 20 years, she understands the particular challenges of selling in today's crowded, confusing market, and that business leaders can no longer rely on approaches to sales based on techniques from decades ago—or even last year.

Colleen works with business and sales leaders to synergize the sales DNA of the organization to seize market opportunities. Whether designing strategy to target a new market or working with a team to improve its productivity, Colleen's results have attracted clients such as Merck, Abbott, Merrill Lynch, Royal Bank, Dow, Adecco, Trend Micro, NCR, Chevron, and thousands of other global organizations.

Time and time again, clients who work with Colleen note her frank, no-nonsense approach to accelerate sales while reducing effort and increasing profits. Colleen's practical strategies deliver immediate and lasting results.

Colleen is an award-winning writer and consultant, bestselling author, and member of the Speaking Hall of Fame. Recognized annually as the thought leader on the future of selling by leading publications worldwide, Sales and Marketing Magazine has also called Colleen and Engage Selling: one of the top 5 most effective sales training organizations in the market today!

“Colleen Francis is a top-notch sales pro who knows how to make progress in a difficult market. Bad economy. Government sales. Makes no difference - she can get the job done.”

Paul Lemberg, Lemberg & Associates

To see Colleen in action, visit us at www.EngageSelling.com/video
Sales Strategy Design & Review
Ensuring the Right Strategy to Achieve Your Business Objectives

“We’ve sold the largest amount of contracts in our network...
That’s a result of the significant contributions made by Engage.”

Paul Rogers, Director, Wilhelmsen Ships Service

Whether you are looking to enter a new market or trying to figure out why you are not getting the results you think you should, the first get element to review is your sales strategy.

For organizations looking to enter a new market, it is critical that the sales strategy developed is suited to that market and the strengths of the business. All too often, companies take a carbon copy of what works in one market and assume that it will work in another. And when the strategy is off, it is often too late to correct once results fail expectations.

And for those currently executing, if results are falling short, before you blame it on the team or the customers, make sure that your strategy is tuned to what you are trying to achieve in your market.

Engage Selling helps organizations develop and review sales strategies to ensure they meet their business objectives. This includes a comprehensive analysis of requirements in the following areas where appropriate for the given client:

- **Sales Organization**
  To provide the appropriate organization to achieve the team’s objectives, the definition of the optimal sales organization including structure and roles, job profiles, work environment and territory design.

- **Sales Process**
  For each high-level stage in the sales process, defining the sales approach and techniques to be used including prospecting, qualification, solution development, closing and account management.

- **Sales Performance Management**
  Aligning compensation with objectives, setting clear performance expectations and providing sufficient visibility, including compensation plans, key performance indicators and pipeline management.

- **Sales Training and Support**
  Maximizing individual and team productivity in alignment with the defined sales strategy including tools, training, coaching and rollout plans.

Whether you are tackling a new market and need a fresh sales strategy or want to ensure your current approach delivers the full business potential, find out more about how Colleen can help. Visit us at EngageSelling.com/strategy
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.

**Customized training reflecting the 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.

Find out how Colleen can deliver an immediate and lasting impact to your results. **Visit us at EngageSelling.com/training**
Keynote Speaking Programs
Educate and Inspire with content-rich programs that deliver results.

“Thank you so much for the inspirational session. I have 4 new clients in just a week’s time! Hip Hip Hooray!”

Nancy Daniels, HelmsBriscoe

Rather than relying on traditional sales techniques from decades ago that often fall short in today’s market, Colleen delivers proven strategies for immediate and lasting business results. That’s why she is repeatedly called on by businesses and associations to educate and inspire their teams. Colleen’s results have attracted clients such as Chevron, Mosaic, DOW, Abbott, Merck, C.H. Robinson, RBC Royal Bank, Experian, NCR, Salesforce, Trend Micro, and over 1,000 other leading organizations.

To ensure Colleen’s programs produce results, all include customization to meet your most pressing business needs. This unique approach ensures that audiences will be engaged and more open to learning techniques and strategies that will translate into outcomes.

Colleen’s frank, no-nonsense approach to delivering her programs has led to her recognition as a past President of the Canadian Association of Professional Speakers and 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!

Example programs available from Colleen are listed below. All include customization to ensure that the contents speaks directly to your audience and the challenges they face.

1. CREATING A NONSTOP SALES BOOM
   Putting an End to Boom and Bust Sales Cycles

2. RIGHT ON THE MONEY
   Your Best Opportunity for Success is Right in Front of You

3. THE MAGNETISM OF VALUE
   Standout by Selling Value - Not Negotiating Price

4. THE NEW PERFORMANCE CULTURE
   The End of Accepting Failure as the Norm

For more details on these speaking programs and to find out how Colleen can deliver a program tailored for your greatest sales need, visit us at EngageSelling.com/speaking
The Sales Leader Coaching Program was designed exclusively for those individuals who are looking to realize their full potential, and who are ready to take their sales and business careers to the highest possible level. Offering unprecedented access to Colleen Francis, this program will give you the tools you need to succeed both strategically (how to structure a sales team, which markets or products to focus on, how to hire and pay sales reps, how to position your products, etc.) and tactically (what to say at that important meeting tomorrow, how to critique proposals, script writing for cold calls, overcoming objections, and more).

Through one-on-one calls and a variety of supplemental resources, Colleen can guide you through challenges such as:

- Developing a sales strategy to tackle new markets
- Using new prospecting methods to build your pipeline
- Attracting and retaining top talent
- Counter competitive pressures without surrendering price
- Creating a community of interest to stay top of mind with prospects and clients
- Managing team key performance indicators
- Negotiating based on value to increase deal sizes
- And much more ...

And along the way, you can get a sounding board for day-to-day issues to help you make right decisions, faster.

To learn more about how Colleen can personally help you achieve more for you and your business, visit us at www.EngageSelling.com/coaching
Put an end to boom and bust sales cycles

**ONCE AND FOR ALL!**

Introducing Nonstop Sales Boom, a new book from author Colleen Francis.

“Colleen’s strategies have transformed my sales results. Nonstop Sales Boom is a must-read.”

Jose Laurel Cross, Director Sales, Ericsson

“Nonstop Sales Boom is one you will markup, dogear, and highlight the heck out of because of her thought leadership in professional selling today. Do yourself a favor and buy this book.”

Doug Devirtre

*Nonstop Sales Boom*, from best-selling author and sales expert Colleen Francis, reveals powerful strategies to drive consistent sales growth *quarter after quarter, year after year.*

Do your company’s sales results lurch between highs and lows - with the end of each quarter reduced to a mad scramble to meet quota? For many sales organizations, the pattern is commonplace and unshakeable. *Nonstop Sales Boom* explains how to break this unhealthy cycle and achieve strong, steady results - every quarter, from every member of the team.

Get your copy now! [SalesBoomBook.com](http://SalesBoomBook.com)
Client List

Agribusiness
- CHS, Inc.
- Dow AgroSciences
- Lancaster Foods
- Lebanon Seaboard
- Mosaic Company
- Pick Seed
- Poulin Grain
- TruPointe

Education
- Algonquin College
- Carleton University
- Carnegie Learning
- Music for Young Children

Financial Services
- Experian
- First American Equipment Finance
- Mass Mutual
- Merrill Lynch
- RBC Dominion Securities
- RBC Royal Bank
- Scotiabank
- Sun Life
- TIMC Inc.

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

Logistics
- Atlas
- CH Robinson
- Wilhelmsen Ships Service
- Snelling Paper & Sanitation

Manufacturing
- Alliance, Inc.
- Hood Packaging
- Microgreen
- Napoleon
- O’Brien & Gere
- Supply & Equipment Foodservice
- SupremeX
- TransCanada Pipelines
- TriMas

Media and PR
- Canadian News Wire
- Conference Board of Canada
- Hearst Papers
- Progressive Business Publications
- Trader Publications
- UBM

Petroleum
- Alexis Oil
- Chevron
- Crevier
- Hampel Oil
- Kellerstrass Oil
- Lubetech
- Parman Energy
- Petro Canada
- RelaDyne
- Senergy Petroleum

Pharmaceutical/Biotech
- Abbott Laboratories
- Boehringer-Ingelheim
- DNA Genotek
- Dow AgroSciences
- Fermentas
- MDS Nordion
- Merck

Public Sector
- Canada Post
- Department of International Trade
- Export Development Canada
- Health Canada
- National Research Council
- Revenue Canada

Staffing and Recruiting
- Adecco
- Eagle Professional Resources Inc.
- excelHR / altisHR
- The People Bank
- Staff Click Personnel
- Staffing Connection
- Workopolis

Technology
- Adobe
- Corel Corporation
- DAP Technologies
- Dolphin Corp
- Fundraiser Software
- Matrikon
- NCR
- Platform Computing
- Replicon
- Salesforce.com
- Talend
- TalkSwitch
- Trend Micro
- United Online
- Websense
- Whitepages.com

The Sales Leader. Contact Engage Selling today.
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