

# MEET COLLEEN FRANCIS

THE SALES LEADER

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

Colleen works with business and sales leaders to design, implement and hone their sales teams to seize market opportunities. Whether designing strategy to target a new market or working with a team to improve their productivity, Colleen's results have attracted clients such as Merck, Abbott, Merrill Lynch, Royal Bank of Canada, Dow AgroSciences, Adecco, Trend Micro, UBM, and over 1,000 other leading organizations.

Time and time again, clients who work with Colleen note her frank, no-nonsense approach to solving problems and addressing opportunities. Always with an eye to results, Colleen has become renowned for her use of measurement and accountability to inspire sales team performance.

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!



**STRATEGY** Strategies Proven to Deliver Sales. Go-to-Market and Performance Management Strategies Proven to Deliver Business Results. ➤

**TRAINING** Sales Training Tailored to You. Custom Programs Designed to Meet Your Most Pressing Need and Deliver a Rapid Return on Investment. ➤

**SPEAKING** Speaking Programs That Engage. Educate and Inspire Your Audience with Content-Rich Programs that Deliver Results. ➤

**COACHING** Mentoring with Accountability. Leverage Colleen as Your Personal Sales Coach and be Held Accountable for Action and Results. ➤

**"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](http://www.EngageSelling.com/video)



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# 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 aren't 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.

**"I have worked with some excellent sales 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. "**

Katherine Tremblay, Founder and President, excelHR

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 [www.EngageSelling.com/strategy](http://www.EngageSelling.com/strategy)



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# CUSTOM TEAM TRAINING

Tailored to Your Greatest Needs for the  
Greatest Results

**"I am 269% above my numbers from last year thanks to the concepts, actions plans and motivation."**

Jennifer Krueger, Director, Global Corporate Challenge

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.

## Engage Selling Solutions – 3D Training System

**(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. ➤

**"Colleen takes the time to understand your requirements and tailor her sales training solutions to your specific needs, even taking into account individuals within the team. Her training has resulted in many "aha!" moments for my sales team, and our steadily increasing sales show the training is having an effect. Highly personable, trustworthy and consistent, you would be hard pressed to hire better than Colleen."**

Tim Welch, Regional Sales Director – Grand & Toy

Find out how Colleen can deliver an immediate and lasting impact to your results.  
visit us at [www.EngageSelling.com/training](http://www.EngageSelling.com/training)



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# SALES 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 businesses and associations to educate and inspire their teams. Colleen's results have attracted clients such as Merck, Abbott, Merrill Lynch, Royal Bank of Canada, Dow AgroSciences, Adecco, Trend Micro, UBM, 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. You can watch video of Colleen in action here.

## **(1) IN PURSUIT OF MORE**

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

## **(2) PROTECT YOUR TURF**

How to Retain and Leverage Your Current Clients for Increased Sales ➤

## **(3) WHERE'S THE PROFIT IN THAT?**

Five Steps for Negotiating Based on Value - Not Price ➤

## **(4) AVOIDING THE SALES TRAP**

Putting an End to Boom-and-Bust Sales Cycles ➤

**"This is my 2nd time attending an event with Engage, always learn so much and Colleen is a very effective, animated and relatable speaker that I am captivated from start to finish! Bravo!"**

Faye Cerquozzi, Prologic Systems Ltd.

For more details on these speaking program or to find out how Colleen can deliver a speaking program tailored for an immediate and lasting impact to your results **visit us at [www.EngageSelling.com/speaking](http://www.EngageSelling.com/speaking)**



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# SALES LEADER COACHING

Be held accountable for results by Colleen  
as your personal advisor.

**"By the end of my first year working directly with Colleen, I exceeded my sales target by 161 percent. It was no fluke."**

José Cross, Director of Sales, Ericsson

As the addage goes, it's lonely at the top. Sales and business leaders face the challenge of managing their business and delivering results. And often there is no opportunity to step back, get perspective and explore new strategies to improving results. And without feedback, reinforcement and accountability, even the things you may want to do, don't get done.

That's why Colleen created the Sales Leader Coaching Program. For sales and business leaders today (or those that want to be one in the future), Colleen provides strategical and tactical feedback on how to address your greatest business challenges and dramatically improve your results along the way.

And most importantly, Colleen not only can provide detailed feedback that can be immediately implemented, she provides accountability for you to get it done. This way, step by step, you can make the changes to take your business to the next level.

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.**

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).

**"Last week I was able to close a deal that we had been working on for over a year. With Colleen's help we adapted an idea from fellow coaching member Chris and put it into action. This will be over \$500,000 when we're all done. I just wanted to drop you a line and let you know how appreciative I am for all of your help! Thanks again!"**

Jeremy Reese, Trupointe

To learn more about how Colleen can personally help you achieve more for you and your business  
visit us at [www.EngageSelling.com/coaching](http://www.EngageSelling.com/coaching)



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# 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

- 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.

## 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
- Sanitation
- Snelling

## Manufacturing

- Alliance, Inc.
- Hood Packaging
- Microgreen
- Napoleon
- Petro Canada
- Supply & Equipment Foodservice
- SupremeX
- Systeme Huntingdon Inc.
- TransCanada Pipelines
- Wolf Steel

## Media and PR

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

## 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

## Retail

- Canadian Gift and Tableware Association
- Molly Maid
- Promotional Product Professionals of Canada
- Sears Canada

## Staffing and Recruiting

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

## Technology

- Attivio
- Corel Corporation
- DAP Technologies
- Dolphin Corp
- Fundraiser Software
- Kinnser Software
- Matrikon
- POSERA
- Platform Computing
- Replicon
- SofterWare
- Talend
- TalkSwitch
- Trend Micro
- United Online
- Websense
- Whitepages.com

**"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, Eagle Professional Services



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