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+1 (866) 420 3338

Colleen Francis

Customer Service, Sales and Business Expert

'If you are looking to ignite your sales - in any economy - then you've come to the right place. Every week I deliver proven strategies for an immediate and lasting impact to your results.' - Colleen Francis



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Language Spoken

English

Travel's From

Montreal, Quebec

Speaker Biography:

Colleen Francis 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 Francis 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 and bestselling author. She 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 Francis and Engage Selling: one of the top 5 most effective sales training organizations in the market today!

Rather than relying on traditional sales techniques that often fall short in today’s market, Colleen Francis 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. 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.

Topic Presentations

Creating a Nonstop Sales Boom: Putting an End to Boom and Bust Sales Cycles

How many times have you come off a great month or quarter, only to find that the pipeline is woefully empty and now everyone is struggling to keep up? Worst of all, that kind of development is considered by many to be the norm: simply accepting poor performance and the stresses of up and down results as the cost of doing business. Why does this happen? Because of complacency, inconsistency and a far too narrow view of the role of sales. Sellers need look at their job as more than just executing the linear process of converting opportunities to sales. To create consistent results today, you must embrace a 360-degree customer-engagement model.

In this action-packed keynote, Colleen tosses out the traditional opportunity-conversion mindset and replaces it with a winning plan to develop your sales radar. Including:

- Why ubiquity is the best way to attract the best and brightest leads into your pipeline,
- How qualifying the opportunity is your responsibility as well as that of the buyer,
- That not all clients deserve the right to grow equally, and
- How your best clients should be selling to your best leads.

Right on the Money: Your Best Opportunity for Success is Right in Front of You

Your current accounts are your most lucrative source of additional revenue. Working more with them is the easiest way to accelerate past your sales goals. They are your biggest asset and from where you are standing right now, you are right on this money. Sadly, these current accounts are most often a neglected profit center. All too often, companies practice Account Complacency rather than Account Management. Turning their attention, their marketing and their resources to the exciting next new deal.

Colleen's research shows that the fastest growing companies understand precisely how to manage their best accounts by focusing on customer success to profitably retain and grow their current client base. Right on the Money is rich with client examples on how leverage your best asset including cases that illustrate:

- Why clients don't want partners, they want insiders,
- How to identify your sales prevention department and ensure they don't get in the way of profits,
- How to sell like an insider, and
- How to develop an early-warning system to spot early defection risks and prevent them from happening

In Pursuit of More: Selling More in Today's New Economy

The rules have changed in today's buying culture. The customers are different. How they buy is different. And even economy in which you sell to them is different. Buyers have embraced these changes quickly and dramatically. They want more.

But far too many sales teams remain stuck in the past. They still use outdated tactics, such as cold calling (which now has a less than 1% success rate), canned pitches that are irrelevant to the customer, and manipulative closing tricks that do nothing but stagnate sales results. Have your selling models evolved to profit from this change? If they haven't, it's a mistake that's costing you money and customers every day .

The Pursuit of More takes you deep inside the mind of today's customer. Price sensitive, yet strapped for time. Mobile powered and yet crave personal connection. They are overwhelmed by choice and dependent on trusted others for help with who they do business with. Discover how you can:

- Adopt a winning combination of frequency and market reach to improve your closing speed by 40% and your closing ratios by 30%,
- Use your secret salesforce to influence your buyers before they even hear from you,
- Nail down the fine line between persistence and stalking to give you an instant 80% increase in call-back ratios, and
- Leverage today's best sellers—the hybrid "MarSellers"—for the benefit of selling more in less time in their territory.

The Magnetism of Value: Standout by Selling Value - Not Negotiating Price

In today's highly competitive marketplace, it's no longer negotiable whether you close a sale on your terms and with balanced profits. It's a requirement. Value—not price—must lead that conversation you're having with your customer. But what if your customers don't appreciate value? What if they are only focused on buying at the lowest price? Those are beliefs: not facts.

In this keynote, Colleen unlocks the myth that clients are not interested in value by reminding sellers that the only value that matters is the value that matters to the client. It's up to sellers to discover, communicate and position what the customer values uniquely for maximum profit. Anyone can convert their sales pitch into customer value, using Colleen's model. But come prepared to hear and be persuaded by provocative, unorthodox ideas that are proven to work in today's new economy, including:

- How to close 80% of negotiations without dropping your price,
- Using a buying map to create urgency and improve margins, and
- Learn why the buyer can't say "no need" if you've done your job.

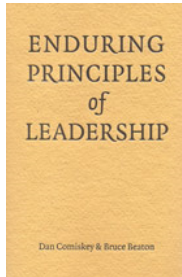
The New Performance Culture: The End of Accepting Failure as the Norm

The new performance culture leaves no one behind. Teams must comprise members who are top performers—no one is coasting or being artificially supported. I call this 100% by 100%. In this new culture, measures are constant, feedback is immediate, and customers are involved in the process. The leader's role is to create, nurture, and leverage the success of these teams. The bar is constantly raised. The best managers succeed only when their top people are outperforming what they once achieved as team members themselves. The new performance culture is about dominance, not keeping up.

In this dynamic keynote, Colleen will show you how the best leaders accelerate performance by:

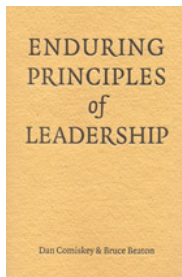
- Adopting a 100% at 100% culture as the new performance standard,
- Involving your customers to exceed their metric of success,
- Implementing a learn by doing development model, and
- Leveraging your best to mentor the rest.

Books



NONSTOP SALES BOOM

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. The secret is to broaden the focus from merely closing deals to actively nurturing the four critical stages of client engagement. When companies concentrate on only one or two of these areas, their results become erratic. With the field-tested strategies in Nonstop Sales Boom, readers will learn how to systematically attract a regular flow of prospects and move them smoothly through the pipeline. Packed with enlightening examples of sales disasters and standouts, this practical guide brings balance to the selling process, reliability to revenues, and booming sales all year long.



HONESTY SELLS

Looking for an edge in today's tough selling market? Honesty Sells challenges you to abandon clichéd sales techniques that rely on manipulation and deceit. Instead, by being honest and open with clients, you will be rewarded with long-term, profitable relationships—at the expense of no one but your competition..

Testimonials

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

Jennifer Krueger, Director, Global Corporate Challenge

Thanks to the process we built with Colleen's insight, I have a system now that confidently delivers an 80% closing rate on new contracts.

—Scott Kinnser, VP of Sales, Kinnser Software

Thanks you so much for the inspirational session. I have 4 new clients in just a week's time! Hip Hip Hooray!

—Nancy Daniels, HelmsBriscoe

Colleen's vibrant personality lights up a room. Having done her homework on our organization prior to meeting with the group, she was able to apply her principles to relevant sales scenarios we're facing. The entire sales group is better equipped with a handful of valuable learnings to apply to our account base. What's more, we all still continue to find ourselves rehashing and applying her insights... six months later!

- Marketing Manager, SupremeX

I just wanted to take a moment to thank-you for the very informative and refreshing sales strategies you presented. I gained some new knowledge, and was reminded of a few things I had forgotten over time. I think virtually any business could benefit from your common-sense approach to sales.

Business Development, Orion Software

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