

THE NEXT LEVEL DIFFERENCE

Simply put: it's unwavering execution—Next Level results

The Next Level delivers performance consulting to sales organizations, client service organizations, and call centers. We focus relentlessly on boosting the key metrics that matter most to your business.

Example project goals include:

- Increase sales and profitability
- Transition a service organization to a sales organization
- Improve coaching, accountability, and follow up skills of leadership team and sales and service managers
- Transfer best practices to everyone on the team
- Increase business with existing customers
- Improve employee morale and retention
- Improve productivity per salesperson
- Shorten the sales cycle
- Improve conversion rate over phone or face-to-face

Each of these initiatives is achieved through a customized program based around company, industry and cross-industry relevant best practices.

Contact us today to learn how to take your performance to The Next Level.

CLIENT

AT&T Mobility
"Rethink Service"

PROJECT FOCUS

To improve the quality of calls with AT&T mobility customers to explore further options, ensure the best value, and introduce mobility customers to additional AT&T products and services.

OVERVIEW

With over 97 million wireless customers, AT&T continually looks for strategic ways to cross-sell and up-sell their existing customer base. They have over 100 call centers that service their wireless customer base, and have started to introduce a portion of those customers to additional AT&T products - specifically *U-verse* and *High Speed Internet (HSI)*. AT&T partnered with The Next Level to develop the quality of conversations with the existing base of customers to explore further options and increase value. The Next Level created buying environments with each customer so they did not feel as if they were being pressured or sold. The program was initially implemented in 11 pilot centers.

OBJECTIVES

The primary objective of the project was to introduce *U-verse* and *HSI* to the existing mobility customer base with the goal of increasing the sale of products and services. The Next Level worked with Sr. leadership all the way down to over 1500 front-line reps to help put proven customer interactions in-place to create cross-sell and up-sell opportunities.

The Next Level built upon AT&T's existing call flow, coaching playbook, and implementation strategies to drive the right skills and behaviors into the foundation of the 11 pilot centers.

This was accomplished over a 7 month period.

RESULTS

Since the start of the program, AT&T Mobility has achieved the following:

- Improved gross sales by up to 14%
- Improved closed rates by up to 60%

Exceptional results have also been achieved in the following:

- Increased number of reps exploring "options" and creating more "value" with each customer
- Higher number of reps creating buying environments, not just trying to "sell" each customer
- At the conclusion of each call, more customers felt encouraged about their relationship with AT&T and had purchased additional products

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