

### CLIENT

## MetLife Annuities

"Sales Coaching Excellence Program"

### PROJECT FOCUS

The Sales Coaching Excellence Program was developed in response to a recognized need to provide a comprehensive, consistent, and effective sales coaching platform for the inside sales organization.

### OVERVIEW

The MetLife Annuities organization has two sales offices (one in CT and one in CA) with Insides Sales Associates, Sales Desk Managers, two on-site Directors and one Senior Director overseeing both. The inside sales role is considered a stepping stone to a very lucrative and challenging outside sales career, which therefore creates strong desire to improve, and attain a promotion to an external position.

In 2009, reorganizations and general attrition led to changes in the management team and increased staff counts for each manager. It became apparent that there were inconsistencies in sales manager capabilities and comfort levels with sales coaching activities. This resulted in very inconsistent employee sales results and with low employee expectations from their managers. Employees wanted sales coaching to enhance their sales skills and their careers. However, managers had less time and little guidance on how to be effective coaches.

The AVP of Field Development and the SVP of the division determined that there was a need to improve the managers' sales coaching competencies and that a consistent model for both sites needed to be implemented and made part of the culture. MetLife partnered with The Next Level to develop and implement a hands-on sales excellence coaching model for the organization. The following activities were implemented to allow managers to provide coaching at an individual and team level. Each included key performance indicators and standardized agendas: Conducting Goal Setting Meetings, Conducting Sales Meetings, Conducting Sit Alongs, and Conducting Partner Practice Meetings.

### OBJECTIVES

The main objective was to make sales managers better coaches, resulting in more effective, highly motivated and productive inside sales professionals.

Ultimately, this practice was implemented to fuel the growth of the organization both for the short-term and over the long-term.

### RESULTS

Since the start of the program, MetLife has achieved the following:

- 11% increase in product sales over the first quarter of last year
- 132% increase in Closed Business (net new revenue)
- 7% increase in closed business ratio
- Total Outbound Calls Between 100.12% and 108.36% goal attainment
- Total Inbound Calls Between 119.7% and 121.6% goal attainment
- Total Contacts Between 101.25% and 105.65% goal attainment

## 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.

214 Main Street  
Suite 405  
El Segundo, CA 90245

Phone 310.643.7700  
Fax 310.643.7744  
[www.nextlevelsalesconsulting.com](http://www.nextlevelsalesconsulting.com)

