

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

Adelphia Media Services
Ontario, CA

PROJECT FOCUS

Provide a consistent sales management process and sales process based on best practices to improve sales.

OVERVIEW

Over the last 2-3 years, Adelphia Media Services has faced an extremely competitive industry and has been forced to work within the challenges of a bankrupt parent company. As a result, morale and performance among the sales team has been below the expectations of senior management. Account Executives at Adelphia Media Services call on local business owners to sell local cable advertising space on networks like: CNN, ESPN, and The Discovery Channel. After interviewing six leading training and consulting firms, Adelphia Media Services selected The Next Level as a partner, based on The Next Level's people and The Next Level's approach in customizing sales and management improvement initiatives.

OBJECTIVES

Adelphia Media Services asked The Next Level to create a sales management program for its 10 Local Sales Managers and Senior Management and a sales training program and process for its 120 Account Executives and production team members. In developing the program, The Next Level observed best practices and interviewed top Local Sales Managers and Account Executives. Then The Next Level synthesized the best practices and transferred them to the entire sales team and management team. The management program included the following: Conducting One-on-One Performance Development Meetings, Skills Transfer Process, Effective Sales Meetings, and Delivering Feedback. The Next Level also created a "Playbook" and follow-up plan for the Local Sales Managers which provided guidelines and training outlines to help them run their sales meetings and hold their Account Executives accountable after the training. The sales program (CASH—Creative Adelphia Sales Habits) included: Product Knowledge, Prospecting Skills, Conducting a Needs Analysis, Presenting a Solution, Resolving Objections/Closing, and Gaining Referrals.

RESULTS

Since the start of the program, Adelphia Media Services has achieved the following:

- Sales are up 12% versus the previous year
- Sales have improved in each month since the initiative began

Sales Management has been excited about the following qualitative outcomes:

- "The program energizes the entire sales team."
- "My job is easier with a consistent way to manage weekly sales activity."
- "We now have more accountability and more of a sales culture."

Adelphia has hired The Next Level to develop CASH 2 to help propel its sales organization to an even higher level.

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