

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 Consumer Markets Group

San Ramon, CA

PROJECT FOCUS

To improve the sales coaching skills of the 400 sales managers and coach leaders of the Consumer Markets Group in the state of California that work in their customer care centers

OVERVIEW

AT&T is the industry leading communications and entertainment provider for over 100,000,000 customers worldwide. In the state of California, they service their customers with 400 coach leaders that coach and develop the customer service and selling skills over 4,000 Service Representatives. This team is responsible for answering almost 30,000,000 calls every year and every one of these calls creates an opportunity to deliver unmatched customer service and to offer suitable products and services that would benefit their customers. AT&T wanted even greater alignment at all levels of sales leadership in the way that every member of the sales team was coached and managed. The Next Level introduced a sales coaching system that focused on:

One on one goal setting meetings

- Delivering feedback
- Sales meetings
- Performance coaching
- Teaching selling skills of top performers to every one else on the sales team

OBJECTIVES

The primary objective of the project is to provide the General Managers, Associate Sales Directors and Coach Leaders with a consistent sales coaching process that was aligned with the company vision, priorities and goals that was transferable to all sales leaders at all levels. The second objective of the project was to further develop a sales culture that holds every member of the sales team accountable for offering AT&T products and services on every call that makes sense for the customer. Following this sales coaching training, The Next Level initiated a 3-month follow-up plan to monitor, coach and reinforce execution of the sales coaching process.

RESULTS

In the first three months of execution on the project the results were:

- Dish sales are up 131%
- AT&T Wireless sales are up 162%
- DSL sales are up 127%

2321 Rosecrans Ave.
Suite 4250
El Segundo, CA 90245

Phone 310.643.7700
Fax 310.643.7744
www.nextlevelsalesconsulting.com

