

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

Automatic Data Processing (ADP)

TotalSource Division

PROJECT FOCUS

Create and deliver a best practices sales training program to salespeople and management at The National Sales Conference.

OVERVIEW

ADP TotalSource is one of the quickest growing divisions of Automatic Data Processing. Approximately 300 District Managers (salespeople) and 40 Managers work to sell a complete outsourced human resources solution to small and medium sized business. Strong District Managers maintain very high activity levels and are extremely thorough throughout the consultative sales process. Each year, at the National Sales Conference the entire ADP TotalSource sales organization assembles to deliver recognition from the previous year and to provide training and momentum for the year ahead.

OBJECTIVES

ADP TotalSource asked The Next Level to create a best practices prospecting program based on the activities and practices of the organization's top salespeople. To develop the program, The Next Level spent several days in the field to observe top performers and learn the TotalSource products and services. Next, a focus group was conducted with the company's 12 top performers to determine the prospecting best practices that were most common among top performers that could be presented to the other members of the sales team. Finally, the best practices prospecting program was created and delivered around the following topics: Target Marketing, Getting Past the Gatekeeper, Voicemail Messages That Work, Email, Cold Calling and Qualifying, Resolving Telephone Objections, Follow-up Calls That Secure Appointments, Foot Canvassing, Networking and Generating Referrals. The program was delivered to 6 groups of 50 District Managers and all Sales Managers over a two-day period at the National Sales Conference.

RESULTS

- The Next Level's program was rated the highest among six programs presented at the National Sales Conference.
- The 300 surveys revealed the following about The Next Level's Program
 - 89% of participants strongly agreed (and 10% agreed) that they "benefited from learning the best practices of top performing DMs" through the program".
 - 84% of participants strongly agreed (and 15% agreed) that the presenter's "style and delivery was effective."

ADP TotalSource has hired The Next Level to develop a sales management best practices program to be delivered at this year's National Sales Conference.

2321 Rosecrans Ave.
Suite 4250
El Segundo, CA 90245

Phone 310.643.7700
Fax 310.643.7744
www.nextlevelsalesconsulting.com

