

## 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

### Enterprise Fleet Management

A division of Enterprise Rent-A-Car

## PROJECT FOCUS

Improve revenues, deliveries, and profitability by developing and implementing: 1) a consistent sales process for Account Executives and Account Managers, and 2) a sales coaching system that reinforces the sales process for all managers

## OVERVIEW

Over the last four years, The Next Level has partnered with Enterprise Fleet Management, the division of Enterprise Rent-a-Car that focuses on leasing and servicing vehicles to businesses that use between 15-125 vehicles to support their daily business operations. In Phase I of this project, which was rolled out between July of 2003 and July of 2004, The Next Level developed and delivered a sales coaching system to the entire sales leadership team that focused on:

- One-on-one goal setting meetings
- Sales meetings
- Delivering feedback while in the field coaching on sales calls
- Transferring the skills of top performers to everyone else on the sales team

## OBJECTIVES

Immediately following this sales coaching training, The Next Level initiated a 4-month follow-up plan to monitor and reinforce execution. During Phase II of the project, which went from 2004 until 2005, The Next Level was asked to develop and implement a consistent sales process for Account Executives (responsible for sourcing new business) and Account Managers (responsible for expanding existing relationships). The Next Level collected the best practices of top-performing Account Executives and Account Managers in order to design "Selling the Enterprise Fleet Management Way". This consultative selling approach was then rolled out to the leadership team in a train the trainer format in 2005 and 2006. Phase III has been the follow up and support of all of these projects on conference calls and at national sales meetings in 2006.

## RESULTS

The primary benefit to Enterprise Fleet Management over the last four years has been growth in revenues and profitability every year versus the previous year. Specifically, Enterprise Fleet Management has increased over the last four years on average:

- Revenues by 10%
- Profits by 13%
- Deliveries by 9%

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