

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 Rent-A-Car - Business Rentals

A division of Enterprise Rent-A-Car

PROJECT FOCUS

Increase market penetration, car rentals at airport locations, and profitability by developing and implementing: 1) a consistent sales process for Local Corporate Account Managers, and 2) a sales coaching system that reinforces the sales process for all Group Corporate Account Managers

OVERVIEW

Over the last two years The Next Level has partnered with Enterprise Rent-a-Car Business Rentals, the division of Enterprise Rent-a-Car that focuses on renting cars to business travelers for corporate travel at airport locations. This is a very competitive business with two well established companies in this niche, Hertz and Avis. The two of these companies have almost a combined market share of 60%. Enterprise Rent-a-Car is new to this niche and has roughly 7% market penetration. The Next Level rolled out a sales force effectiveness project between January of 2007 and June of 2007. The focus was a sales training and sales coaching system to the entire sales 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 the sales training and sales coaching roll out, The Next Level initiated a 5-month follow-up plan to monitor and reinforce execution. In this follow up through execution phase The Next Level met with and coached the Group Corporate Account Managers on a consistent basis to hold them accountable to work their follow up game plan.

RESULTS

The primary benefit to Enterprise Rent-a-Car Business Rentals has been that

- Rentals at airports to corporate accounts are up by 21% year over year

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