

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

Maly's

Valencia, CA

PROJECT FOCUS

Improving performance of an entire outside sales force

OVERVIEW

Maly's is a beauty supply distributor located in Valencia, California with a field sales force of over 300 Sales Consultants over 30 Regional Sales Managers and growing. Their Sales Consultants call on roughly 40-60 beauty salons per week and sell primarily Paul Mitchell, Redken, and Matrix hair care products to hair stylists and salon owners. Due to rapid growth and acquisition Maly's was experiencing high turnover, slow ramp up time before new hires became profitable, and inconsistent sales and sales management practices. This caused Maly's to make finding a solution to these challenges in calendar year 2002 one of their four primary corporate initiatives.

OBJECTIVES

The main objectives of the initial phase of the project in 2003 were to create the "The Maly's Way", which is a sales and sales coaching system that would be consistent in implementation and execution throughout the sales force. As of May 2007 this project has now been delivered in three stages. In stage one, there was an emphasis on selling skills training that was delivered to the 300 Sales Consultants. This was created by shadowing top performers in the field, documenting what they did to be successful, and teaching those best practices to the rest of the sales team. Stage two focused on helping the Regional Sales Managers to develop the sales coaching skills and abilities to reinforce the training that was received by the Sales Consultants. These skills included delivering effective sales meetings, conducting monthly one-on-one goal setting meetings, and delivering performance feedback while coaching the sales team in the field. Stage three, (2003 – 2007) has been on going support of all new hire training for the last five years since the initial launch at both the Sales Consultant level and the Regional Sales Manager level. The Maly's Way is now the standard in the beauty supply industry for training.

RESULTS

- The initial project was completed in March of 2003 with some very significant results:
- Turnover decreased by 15% resulting in a savings of \$1.2 million in the first year of the project

Over the last four years since the initial project rollout:

- The sales force has grown from 115 Sales Consultants to over 300 Sales Consultants
- Maly's has grown from a \$115,000,000 in revenue to \$250,000,000

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