

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

The Los Angeles Clippers

Los Angeles, CA

PROJECT FOCUS

To improve the performance of the sales team that sells season tickets, mini plans, and group events for the Los Angeles Clippers

OVERVIEW

The Los Angeles Clippers are an NBA basketball team with an inside sales force of 12 Account Executives. These Account Executives sell season tickets, ticket packages, and group events to companies, churches, schools, and associations for the purposes of client entertainment, employee rewards, and new client acquisition. They compete directly with the Los Angeles Lakers, Los Angeles Dodgers, and Los Angeles Kings for the entertainment budgets of their prospective clients. The sales goal every year is to generate a sellout every home game that the Los Angeles Clippers play.

OBJECTIVES

With the primary goal being to increase home game sell outs, The Next Level has for the last eight years customized and delivered a high activity sales training program/process for the Account Executives to sell more tickets to their existing clients as well as sell more tickets to prospects. In addition, a tracking system was implemented that measured the performance of each Account Executive and rated their performance on outbound prospecting calls and inbound calls. The Next Level has worked one-on-one with the Director of Sales to reinforce all of the training that the sales team has received to achieve sustainable results. Every year the program been continuously improved, integrating best practices and techniques that have proved successful.

RESULTS

The results for the 2006-2007 season are:

- An increase of 25% in new ticket sales revenue
- An increase of 22% in new season ticket sales
- #2 overall in the NBA in new season ticket sales growth

2321 Rosecrans Ave.
Suite 4250
El Segundo, CA 90245

Phone 310.643.7700
Fax 310.643.7744
www.nextlevelsalesconsulting.com

