

Sales Enterprise Case Study: A Telecommunications Company

THE CLIENT:

A National Telecommunications Company's Business
Class Outside Sales Department

THE PROBLEM:

- ◆ High Turnover:
 - ◆ 30–40% per year among sales representatives
- ◆ Lack of Unity and Consistency:
 - ◆ Six regions operating independently from one another
 - ◆ VP of Sales for each region was responsible for coordinating sales training for that region
 - ◆ Some high and some low performing regions.



THE SOLUTION:

Growing Sales and Service to Greatness

- ◆ Standardize the sales process; become a unified organization.
- ◆ Provide consistent and effective technical and soft skills sales training across all regions for all current sales representatives.
- ◆ Develop a sustainable on-boarding model for future new hires.



Sales Enterprise Case Study: A Telecommunications Company

THE IMPLEMENTATION:

- ◆ Getting the Right People on the Bus in the Right Seats:
 - ◇ Develop a hiring process with a focus on strengths and talent.
- ◆ Defined and Standardized Roles and Responsibilities Across Regions:
 - ◇ Wrote job descriptions and clearly defined expectations for each role.
 - ◇ Aligned scorecards across the regions.
- ◆ Completed Assessment of Current State/Identify Needs
 - ◇ Qualitative Assessment: Conducted interviews with current employees and participate on ride-alongs to view current sales process.
 - ◇ Quantitative Assessment: Examined current results and data from each region.
- ◆ Developed and Customized Curriculum:
 - ◇ Curriculum included but not limited to:
 - ◆ IMPACT/Resolution Selling Model and Sales Process
 - ◆ DiSC Profile and Emotional Intelligence
 - ◆ Motivational Assessments
 - ◆ Hartman Profile
 - ◆ Leadership & Coaching Principles (for VPs, Directors, and Managers)



Sales Enterprise Case Study: A Telecommunications Company

THE IMPLEMENTATION CONTINUED:

- ◆ Trained All Existing Sales Representatives, Managers, Directors, and VPs Across All Regions
 - ◇ Approximately 750 people.
 - ◇ Training for Sales Representatives completed in groups of 20 – 30 in two, back-to-back, full-day workshops.
 - ◇ Training for Managers, VPs, and Directors completed in small groups over five, full-day workshops.

- ◆ Provided Follow-Up Coaching Sessions with all Sales Representatives, Managers, Directors, and VPs Across All Regions
 - ◇ Twelve, one-hour, coaching sessions conducted over the phone in groups of ten.
 - ◇ Coaching provided around on-going practical application of IMPACT/Resolution selling and other skills.

- ◆ Completed On-going IMPACT/Resolution Sales Training for New Hires
 - ◇ Created on-boarding process.

- ◆ Implemented Sustainability Plan: Train-the-Trainer
 - ◇ After three years, hired and trained an in-company trainer for each region responsible for the on-going training of new hires.





Sales Enterprise Case Study: A Telecommunications Company

THE RESULTS:

“It gives me great pleasure to recommend Kathy. I just finished a sales training with Kathy as the instructor.

Her method of teaching is exceptional. I would recommend her and Inta-Great to anyone seeking to motivate any sales organization.”

- Chuck P., National Accounts Manager

“Kathy is such a great sales coach and an admirable individual! I have been in sales for 17 years and attended many sales training classes – but never in my career have I experienced a more professional and personable trainer than Kathy. Her training sends professional sales executives out to the field armed with the confidence and process to close business! Keep up the ‘GREAT’ work!”

- Christopher J., Major Account Executive

“Kathy, I just wanted you to know how much I enjoyed your sales training. It was truly an amazing training session as I have never before left a training feeling the way I did when I completed yours. Your positivity is infectious, and I commend you for the pride you take in everything you do. You are someone I would like to resemble in my professional career as well as my personal life. I never had the time to give you the kudos you absolutely deserve. Good people are hard to come by and good trainers are even harder to find.

Thanks again for all you helped me with!”

- Cody P., Commercial Account Executive



Sales Enterprise Case Study: A Telecommunications Company

THE RESULTS CONTINUED:

“Kathy, I thoroughly enjoyed the sales training and thought you did an amazing job as a facilitator. You gave me your card and told me to reach out to you if you could ever help me. I’ve always kept your card in hopes that our paths would cross again. Recently, I was promoted to a Sales Trainer, and I wanted to thank you. You sparked something inside me that made me realize I love training and that teaching, motivating, and encouraging others daily is my truly my purpose and passion. From the bottom of my heart, thank you for blessing me with your presence.”

- Staci J., Regional Manager – Sales Development

