

Performance Technologies

When new company direction demands new sales skills.

To reach its goal of becoming a national player, this large, regional telecommunications company needed a sales process that would let it sell technology beyond its core products. This meant the sales force had to step up to a more complex sell. The volatility of the industry and the high turnover rate of sales professionals in the industry compounded the problem.



CHALLENGE

Company has a product training focus and wants to add sales training, but doesn't know how to synthesize these two areas.

IMPLICATIONS

- Reps are advocating products with a focus on the features
- Lots of time and money is spent on increasing product knowledge with no means to convey the message to customers
- An increase in objections during the sales process due to lack of time spent understanding the customer's business issues

SOLUTION

- Established and taught a consultative sales approach
- Developed a product training curriculum integrated with the sales approach

RESULTS

- Maximized marketing efforts
- Market dominance grew, along with revenue and profits
- Improved sales rep retention due to success in selling



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Making businesses better