



Case Study 6

CLIENT: **TELECOMMUNICATIONS PROVIDER**

CHALLENGE: Salespeople needed to break out of the order taking mind-set. The average order was \$250 over the phone and little cross-selling or up-selling. In other words, company recognized that too much money was “left on the table.”

PBR SOLUTION: PBR customized a process for increased client results by teaching salespeople to ask better questions plus probe for needs and motives. Also implemented was a sales coaching program to give managers the skill set to train, monitor and support their reps on a daily basis.

CLIENT RESULTS: Each sales call expanded by more than 4 minutes.

The sales rep avoided trying to rush the client off the phone and get to the next call.

They asked good questions to uncover additional buying opportunities.

As a result, the average order went from \$250 to \$545.

The sales team was able to identify other decision makers within key accounts.

The top 20% of established accounts increased their revenue by more than 20% within 12 months of the sales training program.

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