

Janek Case Study

/// **The Client:** *Major Telecommunications Company*

The Challenge

Improve the inbound sales of the call-center by increasing overall closing percentages and maximize individual account profitability by cross-selling additional services with each account.

Janek Solution

Create a customized two-day Critical TeleSelling™ workshop to develop more effective, over-the-phone selling skills, and increase participant's confidence in selling using a client-centric approach with customers in order to close more sales and identify additional selling opportunities.

The Result

Over the next 90 days we tracked the following results:

- The overall close percentage increased by 18%.
- Additional cross-selling conversions increased deal profitability by 21%.
- The participants improved selling skills increased sales by \$577,530 over this 90 day period.

When compared to the total cost of the Critical TeleSelling™ workshop the workshop represents an ROI of \$492,880 thus far.

85% of participants indicated that the Critical TeleSelling™ workshop has had a "Very Positive" impact on their sales results and over 93% of the participants say they use these new skills every day.



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