



## TECH & SERVICE CASE STUDY

# 7th Level Partners with Customer Experience Tech & Services Company to Improve Sales and Produce Millions in Top-Line Revenue for #1 Search Engine

*7th Level Communications partnered with a leading global customer experience technology and services company with the goal of improving their sales training effectiveness and sustainability, as well as the performance of several key sales teams for one of their top clients. With 7th Level's program, the company realized significant increases in close rates, sales target achievement and top-line revenue for their clients.*

## SUMMARY OF COMPANY

TTEC is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands.

## BUSINESS CHALLENGE

The Company found themselves faced with the challenge of supporting one of their clients' large North American sales teams. It was a complex project and involved three different sales teams selling three different product lines. High performance from the three sales teams was crucial for their client to meet business objectives. It was a top priority for TTEC to meet the client deliverables better, faster and stronger than anyone else, and to do it in the most cost effective and efficient manner. The Company partnered with 7th Level Communications to deliver their revolutionary training to select client sales groups, and compare the results of trained sales teams against control groups. In this highly competitive environment, meeting performance expectations and driving client value is critical to the overall client relationship.

Improving the sales representative and account management team's ability to close sales and drive top line revenue was instrumental in driving profitability, maintaining the performance levels and leveraging the marketing investment. In this highly competitive environment, meeting performance expectations and driving client value is critical to the overall client relationship.

Attrition, both voluntary and involuntary is an expensive pain point for any organization. Finding a training solution that is both sustainable and allows the sales representatives to succeed, allows for tenure and performance growth, and solves a tremendous expense issue.



## THE SOLUTION

7th Level Communications developed a five day program consisting of intensive, innovative sales training delivering 'the new model of selling' for three product line teams for the Company's client:

### GROUP A

The team was selling a product that required a more tactical approach, a short sales cycle and lower per cost product. This team was struggling to meet their sales targets overall.

### GROUP B

The team selling to the SMB marketplace using a more consultative approach and complex product with medium investment

### GROUP C

The team focused on account management and upselling for a very complex product that required revenue sustainability.

Trainees included a mix of under-performing and average performers. The control groups were selling the same product lines, but did not participate in the training in order to baseline and compare results of the 7th Level training program.

The outcomes were incredible. Here is an overview of the results the client experienced:

### GROUP A

TRANSACTIONAL / SHORT SALE:

Doubled close ratio from control group

7th Level trained team averaged 135% to quota while control group averaged 54%

### GROUP B

CONSULTATIVE / LONGER SALES CYCLE:

291% increase in revenue over control group

### GROUP C

ACCOUNT MANAGEMENT & UPSELL

24% increase in key performance indicators over control group

These results sustained six months post training, represented millions in top-line revenue and delivered a significant return on investment.

## About 7th Level

The 7th Level sales training platform provides an effective, progressive training tool, allowing the sales team to review any training, at any point in time from any device, for refreshers that involve a 5-10 minute investment. The company focus is on bridging the ever-widening gap between today's information-age buyers and sellers. Their methodology and online platform are disrupting the traditional sales training space and providing organizations with double-digit increases in sales and sustainable improvements in revenue. To learn more about 7th Level, visit [www.7thlevelcommunications.com](http://www.7thlevelcommunications.com)