

## CLIENT CASE STUDY

**Client Need:** A rural wireless carrier with retail locations and service in four western Virginia counties, had watched the major carriers move into its region with large advertising budgets, nationwide rate packages and network coverage that went above and beyond what they could offer.

**Solution:** They implemented Beat Your Best™ performance management system to help individuals identify what they are capable of accomplishing; tie those capabilities in with company objectives; create Mutual Action Plans with both objectives and actions; measure the incremental improvements; and celebrate individual and team achievement.

**Business Result:** By improving the coaching capabilities of its managers and sales tactics of its reps, they recorded some phenomenal results to its bottom line, including an increase in revenue per subscriber of more than \$3 and an increase in revenue from feature sales of more than \$110,000 in just six months. "We recorded some phenomenal result with over \$1.2 Million in gains for the year. BYB has done exactly what we'd set out to accomplish!" reported the Vice President of Sales & Marketing



1630 W. Diehl Rd.  
Naperville, IL 60563  
630-778-9914 ph  
beatyourbest@wiboc.org  
www.wiboc.org web



**Beat Your Best™**  
Increasing  
Sales Proficiency



# A Proven Process for Coaching Sales Reps

## TO A HIGHER LEVEL OF PERFORMANCE

One of the key components to any successful business today is a sales team that consistently strives to perform at a high level of proficiency. Gone are the days when a sales manager can rely on beating quota as a measure of sales success.

In today's marketplace it is imperative that the sales team performs at their best month in and month out and that managers are equipped and skilled to coach a team to a higher standard of performance month in

and month out. Beat Your Best™ is a proven system that provides sales managers with the tools necessary to coach to a higher level and sales professional with the tools necessary to perform at a higher level consistently over time.

Experience first-hand what hundreds of other wireless retailers are experiencing; increased sales, increased retention of top performers and increased profitability.



### MAXIMIZE SALES PROFICIENCY

BYB™ equips managers with a process and tools that helps them leverage an individual and the team's ability to improve month in and month out.

### CREATE A POSITIVE SALES CULTURE

BYB™ instills a healthy competition among individuals and teams.

### DEVELOP STRONGER MANAGERS

BYB MAPing™ sets the framework for managers to proficiently coach their reps.

### DRIVE RESULTS

BYB™ allows you to track your sales teams' results online across multiple locations in real-time.



## Beat Your Best™ ADDRESSES YOUR PRODUCTIVITY CHALLENGES

### Coaching Performance Management System

#### Program Overview

The Beat Your Best Process™ is about proficiency, performance and payoffs. BYB uses a proven approach for driving performance in the key business areas that maximize sales proficiency and drive profitability. BYB increases sales and service proficiency at all levels: individual rep, sales and service teams, store, district, region and company-wide.

#### Beat Your Best Maximizes Proficiency

Managers are equipped with BYB tools and a process that helps them leverage an individual's ability to continually improve upon his or her sales by using the unique BYB approach. Managers are instructed in the process that drives sales performance through the roof!

#### Beat Your Best Makes Better Managers

The cornerstone of the process is the BYB MAPing™ (Mutual Action Planning) tool. It provides 2 simple templates for coaching reps in 5-15 minute segments (which is all the time we have sometimes). With these templates, managers are able to manage, motivate, assess, measure and drive each key profit category.

Most Sales Managers have never been taught how to proficiently coach a salesperson to a higher level of performance. BYB shows them how to do it

#### Your Sales and Store Managers are better equipped to:

- Get the best from each member of the team
- Manage sales activities and results for month-over-month improvement
- Conduct more effective 1-on-1 Coaching Meetings
- Develop Mutual Action Plans (MAPs) that hold sales reps accountable to higher levels of performance
- Produce measureable improvements in sales and profitability

#### The Beat Your Best Dashboard

- Enables rep to key in their stats at the end of each day
- Enables reps to see how they stack up against their peers at store level and company-wide
- Enables manager to track in real-time how their reps stack up compared to forecast and one another
- Enables managers to coach to real-time data vs. waiting until month-end after the fact
- Enables senior management to see company-wide performance in key profit driving categories at any given moment

6 / 2010

	Best	Average	Forecast	Results	Trend	Updated
Accessory Volume	\$1495.00	\$862.50	\$1600.00	\$1190.00	\$1700.10	06/19/2010
New Activations	52	44	48	32	46	06/19/2010
Protection Plan	26	18	20	8	12	06/19/2010



#### IMPLEMENTATION PROCESS

- INITIAL CONSULTATION WITH OWNERS AND SENIOR MANAGERS
- IDENTIFY PROFIT DRIVERS TO TRACK
- BUILD OUT BYB ONLINE DASHBOARD
- TRAIN SALES MANAGERS
- SALES TEAM ORIENTATION
- REPS CREATE A FORECAST & MAP
- MANAGERS COACH PERFORMANCE
- CHAMPIONS BREAKFAST FOR TOP PERFORMERS

