



Case Study

ATT Wireless



ATT Wireless

Background

ATT Wireless is one of the leading worldwide providers of IP-based communications services to businesses. They have the nation's fastest 3G network and the largest international coverage of any U.S. wireless carrier, offering the most phones that work in the most countries; the largest Wi-Fi network in the United States; and the largest number of high speed Internet access subscribers in the United States.

Challenge

ATT's major account sales team needed to reach and communicate effectively with key customer executives to grow their business in a highly competitive environment.

OLSEN GROUP SOLUTION

To meet ATT's immediate goals, The Olsen Group recommended The Executive Access program. This program has proven results in the areas most important to ATT: Understanding the executive profile, developing strategies to access executives, implementing effective ways to communicate with the executive and avoiding ineffective ways to communicate.

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“The Olsen Group did an outstanding job in augmenting our efforts to reach and develop strong relationships with Sr. Executives in our major accounts. The Olsen Group exposed our account managers to new and different tools to increase our confidence and communication skills we used immediately.”

Brad Sander, VP of Sales, ATT Wireless