



Case Study

New Edge Networks



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Background

New Edge Networks, located in Vancouver, Washington, builds and manages private IP-based wide area networks that do not use the public Internet. The company was purchased in 2005 by national internet provider Earthlink, Inc. and continues to manage the business to business sector of the company, providing secure multi-site managed data networks and dedicated access for businesses and communications carriers.

CHALLENGE

Thanks to shifting market conditions, a shaky economy, and a newly established set of goals from its parent company, New Edge Networks sought to dramatically alter its current sales strategy. They engaged The Olsen Group to provide comprehensive sales training to shift their team from a primarily inbound sales style to a focus on making and closing outbound calls.

Olsen Group Solution

After a thorough evaluation of the sales team's skill set, personality type and learning style, The Olsen Group created a customized sales training program to help New Edge Networks rapidly achieve their profitability targets.

The customized system consisted of four major components, conveyed through a series of weekly meetings with the entire sales staff:

Component 1

Analyzed and defined the five steps of New Edge Networks sales process and how to effectively lead each prospect through each step.

Learned how to analyze the personality of the prospect and adapt questions and sales style based on their buying style.

Taught an overview of five step process on dealing with initial objections.

Component 2

Identified the four most common objections New Edge Network salespeople encountered when trying to build a relationship.

Engaged in a customized process including practice, drill, rehearsal, and role play analysis.

Videotaped each sales team member and analyzed performance through playback

Created a sales contest at the end of the component session with an award for the team member who achieved the best results on all four top objections.



Component 3

Worked with sales team on questioning and listening techniques - learned how to effectively ask questions to uncover true objections and how to find potential pain points in prospects.
Honed consultative selling skills incorporating all the elements from previous components.

Component 4

Worked on presentation skills, pre-call planning and the final presentation.
Taught inside sales team how to effectively plan sales calls in conjunction with the sales engineers.
Worked with marketing team to develop a six page document to use for final presentations, enabling the sales team to handle 90% of the sales call before turning it over to an engineer for spec definition.

RESULTS

New Edge Network's inside sales team emerged from The Olsen Group's customized sales training as a highly motivated, energetic unit. New Edge noticed an improvement in sales almost immediately and was one of the only groups that increased revenues that year. The management team also benefitted by having the sales team utilize The Olsen Group's specialized sales forms which aided in better reporting and sales projections for upcoming months.