



BELL ATLANTIC (VERIZON)

TELECOMMUNICATIONS

CLIENT DESCRIPTION

Bell Atlantic Corporation was a mobile broadband and telecommunications service provider before it merged with Verizon Communications Inc. in 2000. The corporation was an industry leader in IT Telecom products and services.

CUSTOMER REQUIREMENTS

Bell Atlantic needed to quickly launch a supplemental sales force to dominate the market share of regions where the company did not have established resources. Bell Atlantic was looking to sell telecom servers, routers, etc., as well as telecommunications services and support.

SALES FOCUS INC. SOLUTIONS

Sales Focus quickly and effectively developed and launched a supplemental sales force for Bell Atlantic. SFI developed a marketing message, targeted lead lists, all compensation plans, and quota assignments realigning the client's sales organizational structure.

RESULTS

Sales Focus hired, trained, and managed a team of 20 sales executives who successfully developed new market share in regions where Bell Atlantic needed additional resources.