



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

www.salesfocusinc.com

SPRINT

MOBILE TELECOMMUNICATIONS

CLIENT DESCRIPTION

Sprint was an American mobile telecommunications company before it merged with T-Mobile in 2020.

CUSTOMER REQUIREMENTS

Sprint's goal was to acquire the middle market with direct sales teams focusing on DSL and Long Distance Services.

SALES FOCUS INC. SOLUTIONS

Sales Focus performed target market analysis, client acquisition strategy, process implementation, and organization development for the commercial sales force. SFI then hired, trained, and managed a direct sales team that aggressively targeted small to medium-sized businesses in the southeast region of the United States.

RESULTS

Sales Focus hired, trained, and managed 15 sales professionals in Sprint's designated markets to meet their goal of client acquisition.

CLIENT REVIEW OF SALES FOCUS INC.

"Sales Focus was able to quickly identify our needs and launch a sales team within 30 days to achieve our requirements. They incorporated their management program into our systems and delivered the results. Sales Focus brought the professional management and sales experience we needed."

General Manager