



CDL COLLEGE DRIVER SYSTEM

EDUCATION

CLIENT DESCRIPTION

The CDL College Driver System is a driving school that offers permit courses to train and evaluate Class A and B CDL truck drivers for businesses located in Colorado. CDL College also offers a recruiting system that allows businesses to search for qualified drivers as well as advertise and manage their job opportunities.

CUSTOMER REQUIREMENTS

CDL College needed to expand its sales team to increase its revenue and grow its customer base. The company needed Sales Focus Inc. (SFI) to establish structured sales tracking and manage a successful sales team.

SALES FOCUS INC. SOLUTIONS

Sales Focus developed and implemented a results-driven sales process for the CDL College Driver System. From there, SFI hired, trained, and launched a focused team of inside sales professionals in less than 45 days to acquire as many customers as possible. SFI then managed the team dedicated to CDL College's sales success and tracked KPIs that were reported daily.

RESULTS

The sales team SFI managed built relationships with trucking businesses across the market and closed deals that created brand identity and grew revenue for CDL College, ultimately meeting the company's goals.