



# SALES FOCUS

TRUSTED PROCESS. PROVEN RESULTS.

## TELECOMMUNICATIONS SERVICE PROVIDER

The Client is a telecommunications service provider that has worked with electric cooperatives to deliver internet and voice services in rural and underserved areas. It offers high-speed internet (including fixed wireless and fiber plans), digital phone services, and broadband solutions for residential and business customers, particularly partnering with electric cooperatives across multiple states.

### CLIENT REQUIREMENTS

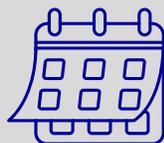
The Client needed to launch a team of outside sales agents in a rural footprint, offering residential internet service (fiber) and VoIP phone services.

### SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) recruited, trained, and managed 5 sales agents in Arizona within 45 days for the Client. SFI implemented a complete results-driven sales process for the Client, including a CRM system, structured reporting, commission structures, and field equipment.

### RESULTS

Over the course of the 1.5-year campaign, SFI's agents averaged 0.92 sales per day per agent, successfully acquiring more than 350 new customers for the Client.



**1.5 Years**

Campaign Longevity



**0.92 Sales**

Per Day Per Agent