



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