

## Stellar Outbound Sales



### KEY STATS

**2x**

doubled client's sales results within first 6 months

**6.4%**

conversion rate of sales were three times greater than the previous vendor

### Smart Innovative Students

student-employees created winning sales strategy



Learn more at [educationatwork.org](http://educationatwork.org)

As a regional telecom provider, this client offered current customers wireless phone contract extensions to increase revenue. Education at Work replaced the previous provider of outbound sales solutions. Our value proposition was a team of smart, tech-savvy college students selected to meet targeted majors and skillsets.

With an opportunity to take over a struggling outbound sales program, our team set out to not only achieve but also exceed this telecom client's goals for contract renewals and phone upgrades. Before contacting current customers, our student-employees were tasked with updating customers' records in the system. This work effort was completed at a considerably faster rate than the previous vendor with over 23,000 records updated and a higher accuracy rating of 86%.

As digital natives born in the smartphone era, our student-employees were able to clearly articulate the value proposition including the benefits of extending mobile phone contracts, upgrading phone plans, as well as features of the mobile devices. As a result, our program had a sale conversion rate of 6.4%, three times greater than the previous vendor's performance, and way beyond the client's expectation.

However, this success did not come without challenges for our student-employees. They sold out of the iPhone upgrades quickly, but still needed to exceed sales goals. A creative solution was needed and the students worked together in a brainstorming session to craft an Android phone pitch. The students identified features of the Android phone that consumers might find appealing. The benefits they worked into their pitch included a higher resolution camera, a highly customizable user interface, and more data storage. This strategy was surprisingly effective and convinced some iPhone loyalists to switch over to the Android.



*Sales work can be challenging, but we rely on teamwork and having a strong system in place. We help each other adapt our calling scripts and selling techniques based on interactions with customers.*

EAW Student-employee



Through this partnership, our regional telecom client greatly benefited from the creative and tech-savvy abilities of our student workforce. The workforce was able to successfully sell significantly more mobile device upgrades and contract extensions, contributing to bottom line growth.

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