

## Case Study

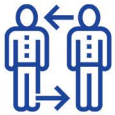
# Implementing Consultative Sales Model to Increase Sales and Revenue Per Sale

### The Challenge

Long term ResultsCX client wanted to sell more products and services



Making sales more personalized and consultative



Aligning product offerings better with customer needs



Focus on upselling ancillary products

### The Outcome

Impressive increase in units sold and revenue per sale

⌄ **37%** increase in average equipment revenue per sale

⌄ **72%** of ResultsCX sales involved the highest value product package

⌄ **267%** increase in average units per sale

⌄ **220%** increase in annual total equipment sales



ResultsCX established new client KPI standards for conversion rates

### The Initiative

New specialized sales group promoted personalized customer approaches



New agent hiring profile matched that of top performers



White glove service training prepared teams for consultative



New client incentives reinforced rewards for agent success



Integrated ResultsCX call guide and dispositioning system with client telephony to incorporate best practices for successful sales



Used outbound call-backs to influence customers wavering about a purchase decision