

Client Case Studies



Proven solutions that move
the performance needle

Assess Needs

Grow Revenue

Satisfy Customers

Create Leaders

Manage People

Optimize Projects

Measure Results



The Exact Expertise to
Ignite and Sustain Performance™

Client Case Study

Increasing Revenue Technology Industry

Background

This Corporate/Commercial Channel of an \$11 Billion Communications Company wanted to increase revenue in an ever-challenging and complex marketplace.

Goals

The goal of the solution was to:

- Increase data device sales
- Increase revenue growth
- Improve the customer experience

Challenge

The company faced three main challenges:

- Aggressive competitors and price-driven buyers driving the need to differentiate in the marketplace beyond lowest price or newest technology
- Increased employee turnover causing the desire to improve employee satisfaction and engagement
- Missed opportunities to grow the business creating the need to uncover additional opportunities to increase data sales as well as opportunities to increase relationships within existing accounts

Approach

The systemic approach included six proven skill-building workshops combined with reinforcement via a 12-week field application program and measurement.

The 6 programs focused on the areas of:

1. Getting qualified sales appointments
2. Solution selling training
3. Effective sales presentation training
4. Major sales account planning and sales strategy
5. How to negotiate a favorable sales outcome for the buyer and seller
6. Sales performance coaching



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SOLUTION
DETAILS



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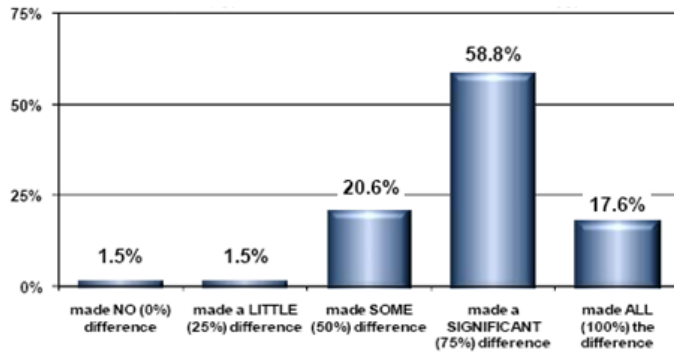


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Results

Success stories were collected to reveal evidence that the use of new skills on the job impacted day-to-day business with optimal results. Participants were asked to give one example of how the skills and strategies they used in an actual customer situation made a difference in their business.

Survey Question: "What **DIFFERENCE** did your use of the skills make in this success story?"



Voice of the Customer

(As reported by 68 participants)

- A total of **\$12.7 million in Wireless Total Revenue** (including data sales) was associated with the use of the skills and strategies
- **5,506 voice activations**
- **7,014 data activations**

The Details: Revenue and voice and data units were computed according to the following guidelines:

1. If a range of revenue was given, the lowest number was always used.
2. Criteria: revenue, voice and data units were only attributed from a single account in a specific situation where the use of specific skills was identified. The results were factored by the difference the skills made in the story.

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We help make companies more competitive through people.

Founded in 1995 on the principle that training "by itself" will not drive tangible change or business results, we work with a select group of clients to get the most out of their people. Every training and consulting solution we provide increases revenue, decreases costs, or raises productivity.

Who we work with

Our clients are typically mid-market business leaders who believe that investing in people is vital to their success. The majority come from the high-tech, life-sciences, and service industries and often lack the internal resources or expertise to get the job done. They want more than what traditional training and consulting approaches can deliver.

What we do

We get results. Our one-stop-shop offerings range from creating a high performance culture, to outsourcing the training function, to designing and delivering targeted learning solutions. We excel in seven key practice areas: assessment, sales, loyalty, leadership, management, project management, and measurement.

How we do it

We partner with our clients in a way that makes sense for their unique situation. First we identify the key metrics they want to improve. Then we assemble a dedicated team of experts who have successfully solved similar problems with similar clients. Our expertise and flexibility allow us to move the performance needle faster and farther than anyone else in our industry.

Our Guarantee

We are fiercely devoted to the success of our clients and guarantee results.



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Our clients tells us that we are different.

Our clients tell us that we save them both time and money.
Our clients tell us that they appreciate access to certified best-in-class experts who help them to move the needle.

Our sales clients

confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

Our customer loyalty clients

confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.

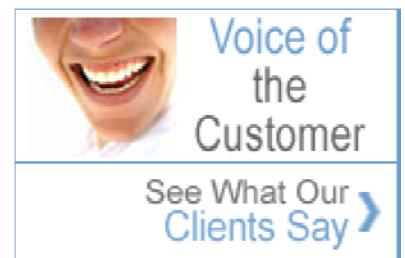
Our leadership and management clients

decrease their costs by up to 50%, increase speed-to-productivity by 60%, accelerate promotions by 20%, decrease unwanted attrition by up to 40%, and report an additional \$13m to their bottom-line.

Our project management clients

inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

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Representative Clients

We are fiercely devoted to the success of our clients and proud that over 85% of our business comes from repeat business with satisfied clients.



97.5% client satisfaction

98.2% recommend LSA

98% solution satisfaction

129% knowledge gain

800+ Assessment and Measurement Projects

45+ Client Case Studies

100+ Client Testimonials

Top 10% Certified Experts