

# Comcast Cable

## Business Services Training and Sales Coaching Workshop

### Comcast Cable's Need

Comcast is the largest cable television company, the second-largest Internet service provider, and according to the company, the fourth-largest telephone service provider in the United States. In 2006, Comcast shifted its sales strategy for its business services group and significantly increased sales expectations. A commercial sales team was already in place, but was predominately an inbound-only group, and some of them also were responsible for selling residential services. The company changed gears and created dedicated outbound commercial sales teams. Inbound calls were centralized at Corporate and now salespeople were expected to cold call and hunt for new business.

### The ABR Solution

Accelerated Business Results (ABR) created a customized three-day instructor-led training program for the new commercial sales teams. This intense workshop taught the critical skills required for successfully selling in the commercial space. The training was rolled out nationwide and both existing and new salespeople were required to attend. Some of the specific topics addressed were:

- Finding qualified prospects and tactics to get through the door
- Knowing small business applications that drive needs for Comcast products and services
- Using questions to control the conversation and uncover needs for a full-service Comcast solution
- Positioning solutions against Comcast competitors
- Demonstrating confidence by closing the sale

Salespeople were required to complete short product knowledge and competitor pre-work assignments, including a pre-assessment, which facilitators used to customize each workshop. The workshop was highly experiential—salespeople analyzed simulated sales situations and participated in fun, competitive team activities. Specialized ABR facilitators delivered the three-day training. These facilitators had experience selling commercial solutions and training both inbound and outbound salespeople. The combination of sales and training experience allowed facilitators to demonstrate immediate credibility with the topics and offer real-world examples throughout the training.

In addition to the sales training, ABR created a sales coaching workshop. The purpose of this application-driven workshop was to give sales managers the skills and techniques to manage the new selling skills that were required of their salespeople. Managers brought data on their salespeople to the coaching workshop and identified sales performance issues that were holding back their teams. Then they discussed coaching strategies to address these gaps and practiced conducting sales coaching conversations. The managers walked away with detailed coaching plans that they were able to implement immediately.

### How ABR Helped Comcast Cable

ABR designed and delivered an effective training program that helped to transform Comcast's existing sales staff. The intensive focus on product applications and new business acquisition gave salespeople the specific skills and information they needed to quickly shift their sales approach. Because of ABR's extensive cable and telecom experience, ABR facilitators were able to share real-world sales strategies for beating the competition.

**"Best training in my 20-year career."**

**– Salesperson, Dallas Market**

**"I really liked the practical applications of the concepts via real life examples."**

**– Salesperson, Pittsburgh Market**