

# Time Warner Cable Business Services New Hire Training

## Time Warner Cable's Need

Time Warner Cable (TWC) is the second-largest cable operator in the U.S. and an industry leader in developing and launching innovative video, data, and voice services. In 2003, TWC significantly improved its commercial services offerings for small businesses. Therefore, new and more aggressive sales goals were expected from this group. To meet these higher expectations, TWC Business Services drastically increased its nationwide commercial sales presence—new sales teams were rapidly hired in almost every market. TWC needed new Account Executives to ramp up quickly and start selling business services products and services. In addition, the enhanced products suite required Account Executives to sell in a new way. The change in the product mix meant that a transactional sales approach was no longer sufficient—Account Executives would need to sell consultatively.

## The ABR Solution

Accelerated Business Results (ABR) created a customized three-day instructor-led training program. This intense workshop provided important information about the company, products and services, and sales techniques for selling TWC solutions to small businesses. Some of the specific topics addressed were:

- Telling a persuasive TWC Business Services story
- Identifying ideal prospects and strategies for reaching them
- Understanding the features and benefits of the TWC Business Services products and services
- Crafting solutions that meet the needs of small businesses
- Recognizing who your competition is and how to win
- Anticipating and handling tough objections

Instead of being lecture-oriented, the workshop was highly interactive. Account Executives participated in discussions, brainstorming, and competitive team activities. They also practiced using new skills and techniques in various challenging role plays, and confirmed mastery of the information by completing both oral and written tests. 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.

## How ABR Helped Time Warner Cable

ABR designed and delivered a training program that quickly prepared new Account Executives to successfully sell TWC Business Services solutions. The combination of product knowledge, consultative sales techniques, and competitive information allowed Account Executives to hit the ground running and immediately make an impact. Because of ABR's extensive cable and telecom experience, the content in the workshop provided very specific techniques and was tailored to the unique sales situations that TWC Business Services Account Executives face.

**“TWC Business Class’s new hire training programs, which we have partnered with ABR for both development and delivery, results in a 26% increase in sales productivity. This is due to the vast sales and training experience which the ABR team brings to every project.”**

**– Lynn Buannic-Waltz, Training Director,  
Time Warner Cable Business Services**