

Bright House Networks Sales Success Center

Bright House Networks' Need

Established in April of 2003, Bright House Networks provides Digital Cable, High-Speed Internet, and Business Phone to its customers, along with a commitment to outstanding customer care. The Business Solutions Marketing team at Bright House Networks supports the marketing and selling efforts of the Business Services teams across all markets. Bright House Networks needed a comprehensive solution to increase sales as well as a user-friendly sales toolkit for account executives that could be accessed from any location.

The ABR Solution

Accelerated Business Results' (ABR's) three-prong solution included the following components:

■ Custom SharePoint Site

ABR designers created a customized intranet site with four home pages and specialized sections for Voice, Data, and Video. Graphics and animations tailored to Bright House Networks' specific needs helped generate awareness of the available tools and resources. This site also serves as the home base for customized job aids and podcasts that account executives can access anytime, anywhere.

■ Job Aids

ABR designed eight job aids focused on product positioning statements, communicating product differentiators, ways to overcome specific customer objections, and competitive selling strategies. These aids are stored on the SharePoint Site for easy account executive access.

■ Podcasts

ABR also created six podcasts that provide continuous reinforcement of effective selling tips and strategies. Each podcast demonstrates the correct way to use sales skills in specific situations, including how to position products and services and handle customer objections. Account executives can download the audio to their computer or mobile device to use while they are on the road or in preparation for sales calls.



How ABR Helped Bright House Networks

ABR's solution addressed both the evolving nature of Bright House Networks' sales and marketing materials as well as their need for an accessible, easy-to-use Sales Success Center. The Sales Success Center promotes wider exposure to these resources and provides a dynamic site where the most current sales tools can be housed. ABR's solution gives sales teams immediate access to key information about Bright House Networks' Voice, Data, and Video product suite, as well as the most effective way to communicate that information to customers.