

Insite's Sales Training achieves record performance for non-profit dog advocacy organization and increases sales by 31%.

The leading non-profit organization for dog breed, health, and training information and services needed to improve sales performance and profitability. They leveraged Insite's contact center assessment and custom call center training solutions to achieve record-breaking sales.



31%

Increase in Sales Within 30 Days

\$160k

Annual Increase in Revenue

31%

New Hires Achieved Commission Threshold



Challenges

As the trusted non-profit authority for responsible dog owners, our client is the expert in dog breed, health, and training information. They needed to add revenue-generating activities to their customer service agents' scope of duties but lacked a sales training program and facilitators with the expertise to upskill employees appropriately. With a sizable population of tenured agents, our client knew they needed to implement a training program capable of optimizing agent buy-in. They partnered with Insite for a custom training solution to resolve this training gap and ensure maximal skill adoption and utilization for significant ROI.

See how we leverage cross-industry expertise and data-backed methodologies to help you optimize your operations and reach performance goals.

To meet the mark, your operations must be competitively productive and efficient. To exceed the mark, your processes, people, platforms, and partners need to set the industry-leading benchmark. That's where Insite comes in.





Solutions

Our experts performed a comprehensive evaluation including interviews, data analyses, process mapping, benchmarking, and observation of both new and tenured agents handling top call drivers. We discovered several key insights that indicated a dire need to transform their knowledge management system:

Call Center Training Assessment: Our training experts assessed the client's existing training materials and processes to determine which skills needed to be introduced or further prioritized in their new custom sales curriculum. We identified a need for value-based sales training with an emphasis on our consultative sales call flow methodology. The 5-module curriculum focused on the skillset required to establish a meaningful relationship with customers, effectively communicate product benefits, and overcome objections to close the sale.

Call Center Performance Management Toolkit: We provided a custom Performance Management Toolkit and trained leaders on utilizing its 7 tools to ensure full integration of new skills into daily operations. These resources supported leadership in further developing and tracking agent sales performance outputs by enabling productive and effective communication and coaching sessions.

Train-the-Trainer Certification & Facilitator Guide: Through our Train-the-Trainer solution, our client's training and supervisory teams were certified to facilitate our training in-house moving forward. Participants observed multiple training sessions facilitated by our experts, attended one-on-one training and feedback sessions, and were required to demonstrate content mastery before achieving formal certification. We developed a highly detailed Facilitator Guide to provide a comprehensive resource for reproducing the training content with the same effectiveness as when conducted by Insite's training experts.



Results

Our custom call center Sales Training Program, Performance Management Toolkit, Train-the-Trainer certification, and Facilitator Guide empowered the client to increase sales of value-added products and achieve record-breaking sales performance. In addition to improved employee engagement and customer loyalty and satisfaction, our client saw significant increases in employee buy-in, sales activity, and profitability.

- **31% Increase in Agent Sales Within 30 Days:** Our client saw immediate results, realizing a 31% increase in sales within 30 days, with agents having completed only 20% of the training.
- **\$160K Annual Increase in Revenue:** Our client improved month-over-month sales performance by an average of 27% within the first 60 days of training kickoff, equating to \$160K in revenue growth.
- **30% of New Hire Agents Achieved Commission Threshold Within 30 Days:** In tandem with the training, our client introduced a new sales performance commission program to incentivize agent buy-in and adoption of this additional expectation. Requiring new hires to achieve certification during onboarding enabled 30% of new agents to reach the sales commission threshold within their first 30 days.
- **Highest Daily Sales Performance in Company History Within 60 Days:** Our client first broke their record for the highest daily sales performance in history within 60 days of training kickoff and before all training modules had been delivered. They continue to exceed sales goals and regularly set new records for sales performance.