

CASE STUDY

Sandals Resorts Increases Lead Conversion by 23% through Developing Their Call Center Sales Staff with Janek Training

Summary

Sandals Resorts sought a sales training partner who could shift their call center sales staff from transaction-based selling to consultative, enhancing the customer experience by identifying customer needs and selling on value.

Through a deep dive, Janek gained full comprehension of Sandals' mission and values, facilitating a holistic sales training and reinforcement processes throughout the call centers.

Sandals Resorts realized a 615% Return on Investment

About Sandals Resorts International

Sandals Resorts is a Jamaica-based luxury resort company with over 20 properties throughout the Caribbean and in excess of 5,000 employees. Sandals-branded resorts are adult couples-only properties noted for their all-inclusive features. The company has received numerous awards – including 23 consecutive years as a World Travel Awards winner.

The Challenge

Sandals' high-volume call center receives inquiries from customers around the globe, and the company realized its sales staff was operating on a transactional basis, rushing through the sales process.

The organization identified the need for a sales training partner who could shift the sales conversation from transactional to one of Trusted Advisors, identifying customer needs and cross- and up-selling opportunities, and enhancing the sales experience by selling on value.

The Solution

After thoroughly discovering Sandals' mission, values, and offerings, Janek's team developed and customized their Critical TeleSelling® Skills program – including industry-specific nomenclature, role-plays and activities based on customer use cases, and a live chat training module to emulate personalized dialogues with leads.

Janek also ensured long-term skill sustainment and reinforcement through coaching and Xpert, Janek's online training reinforcement tool.

Participants experienced a 23% increase in lead conversion

The Results

The training succeeded in its goals. Receiving overwhelming praise from participants, the project skyrocketed the success of Sandals' pipeline, translating into an over 23% lead conversion increase. 95% of participants also stated the training was a worthwhile investment in their career.

98% of participants said activities and group exercises helped them reinforce their understanding of concepts learned in the workshop

Post-Training Review Results

615%

Return on investment

96%

of participants said the training equipped them with the skills to build stronger customer relationships

98%

of participants said activities and group exercises helped them reinforce their understanding of concepts learned in the workshop

23%

increase in lead conversion

We want to learn about your specific sales challenges.

Contact us to see how we can help your organization achieve its sales performance goals.

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