

BlitzMasters Workshops Result in 20% Business Increase for Frontier AEs

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- Article

Since 2002, BlitzMasters has been conducting sales blitz workshops designed to help salespeople generate demand, build pipeline and grow revenue by giving them the tools, techniques and confidence they need to schedule appointments with key decision-makers.

The Client



[Frontier Communications](#) is the sixth largest local exchange carrier and the fifth largest provider of digital subscriber line services in the United States. Frontier offers broadband, voice, video, wireless Internet data access, data security solutions, specialized bundles for residential customers, small businesses and home offices, and advanced communications for medium and large businesses in 28 states.

The Challenge



Frontier Communications' Glenn Zerbe

Frontier struggled with motivating account executives to consistently make the necessary outbound calls to new prospects to fill their pipelines with new opportunities. As a result, revenue and business growth were down, momentum slowed and AEs were not motivated to be proactive in their prospecting efforts. "We needed to institute a programmatic pipeline development initiative and to stop being 'victims' of our pipeline," said Glenn Zerbe, central region sales vice president for Frontier.

The Solution

Frontier engaged BlitzMasters to run five Blitz Experience prospecting workshops for 80 AEs in Alabama,

Georgia, Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, Tennessee and Wisconsin. During the workshops, which included four hours of calling actual prospects, AEs learned how to write and deliver a compelling opening script, get past gatekeepers, handle objections, leave effective voicemail messages that get return calls and ask for the appointment with key decision-makers.



BlitzMasters' Andrea Sittig-Rolf

"Frontier needed a proven methodology to empower their AEs with the skills, tools and confidence needed to build their own pipelines and book their own appointments," said Andrea Sittig-Rolf, chief BlitzMaster and CEO of BlitzMasters. "Frontier often ran call blitz days on their own, but weren't getting the results they needed, nor did they have a way to track and measure AE performance in real time."

The Results

By leveraging BlitzMasters workshops and adopting a "blitz culture," over the course of 10 months, Frontier AEs placed over 17,000 calls, booked over 2,500 appointments and converted 50 percent of the appointments to opportunities, creating over \$1 million in 12-month-value for Frontier. Ten percent of the pipeline has been replaced with more current and relevant opportunities, and the blitzing discipline is now a platform to launch other initiatives and has helped to maintain consistency in AE prospecting activity.

BlitzMasters' online Blitz Tracking Tool has allowed Frontier sales management to track the activity of the AEs in real time, offering visibility into AE performance and the ability to upload opportunities reports to the Frontier CRM to track revenue and ROI.

"The results are in and after enabling 80 of our account executives, BlitzMasters has increased our business by 20 percent in Q4," said Shana Mallin, director of CPE for Frontier. "This continues to be an important part of our business and we expect the results to increase as we perfect our skills in 2016. My peers throughout the Frontier footprint have started working with BlitzMasters and are experiencing similar results."

Do you have a success story you'd like to share? The [Channel Partners Case Study Challenge](#) is accepting submissions on a rolling basis. They will be published in a special section on the Channel Partners site, and the best ones will be awarded a Case Study Challenge Winner logo for use on their own websites. The best of the best will be invited to share their stories during a live session at a Channel

Partners event. Case studies should be 1,200 words or less. You can [download the form](#), send responses directly to [Lorna Garey, editor-in-chief](#), or use our [Web submission process](#). Let us hear from you!