

CLIENT: FRONTLINE Selling™, Alpharetta, Georgia

For over a decade, FRONTLINE Selling has offered a proven, common sense approach to help thousands of sales people worldwide get more first appointments with people who are genuinely interested in talking to them -- so they can sell more.

Using their well-established methodology, sophisticated algorithms and web-based software platform, their approach is identical, using the same processes and systems whether they get appointments for their clients or share their knowledge and best practices through membership agreements. Their results: increases in those critical first conversations of 200%, 300% and 400% -- without fail.

CHALLENGE:

The FRONTLINE Selling approach fundamentally changes the way people think about prospecting. In fact, FRONTLINE Selling has simplified prospecting into precise, repeatable steps. The key to successful prospecting and getting more first appointments comes down to making these steps a habit and doing them the same right way every time.

Learning new things is always challenging and forming new habits takes constant repetition, often over long periods of time. To help reinforce these new learnings, FRONTLINE Selling approached KnowledgeShift and asked if they could develop a voice response simulator to help their clients practice these highly repeatable disciplines they were learning – and be able to conduct that role play as often as needed – from any location.

ACTION:

The team at KnowledgeShift, lead by CEO, Nancy Munro, proposed using the Mobi-RolePlay™ conversation simulator to meet the FRONTLINE Selling needs. Simulations were built for each of the required scenarios, and then, working with the FRONTLINE Selling team, they jointly developed a keyword analysis to measure the user's success in delivering the scripts.

The Conversation Manager dashboard was then designed to allow managers to monitor their team's performance during each simulated conversation. Each call is recorded, translated to text, scored and saved for manager review and analysis. The audio feature of the dashboard allows managers to listen to the calls and hone in on "how" the conversations are being delivered. Tone, rhythm and timing are all important in driving results. The speech-to-text feature allowed KnowledgeShift to build the keyword search dictionaries that calculate the score for each simulation, enabling managers to consistently track and measure progress.

"We were confident that our Mobi-RolePlay™ simulator would be a great asset to FRONTLINE Selling," says Munro. "We've developed a strong partnership and continue to push the envelope on creating additional dynamic scripts for more advanced scenarios."

RESULTS:

The entire project was developed in less than 2 months and rolled out in January 2013. "The KnowledgeShift simulator and dashboard have become vital reinforcement assets in our process," said Mike Scher, CEO at FRONTLINE Selling, "managers have embraced the added visibility and coaching opportunities the tools provide, and students benefit from the ease, flexibility and repetition."