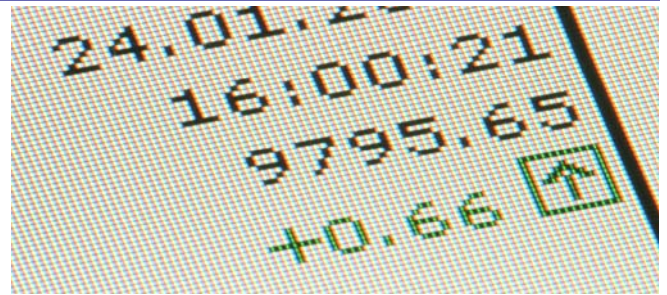


# Case Study: Leading International Wireless Carrier

"Unfair Advantage ... created a management system that correlates activity with productivity ... we will see an elevation in team productivity."

- Regional Sales Manager



## UAI Enables International Wireless Carrier to Increase Sales Productivity by More Than 18%

### HIGHLIGHTS

- Increased average productivity per sales rep by 34.6%
- Increased the number of sales appointments scheduled by 57%
- Shortened ramp-up period of new sales reps
- Improved management decision making through increased visibility into sales activity
- Improved accountability by documenting Goals and Objectives for sales and management personnel
- ROI for phase one was less than 9 months

### About the Client

With over 12 million subscribers in the U.S. alone, this wireless carrier provides its customers with premium voice and data services in the majority of the 300 top domestic markets as well as selected international markets. With global reach this company is aggressively expanding their suite of services and building deeper distribution to capture market share.

### Business Challenge

Region to region, the company faced varying results with low visibility into the sales and management processes and activities. In order to address these challenges the company partnered with Unfair Advantage (UAI) to build and implement effective productivity solutions.

### Unfair Advantage Solution

This client launched a pilot initiative to increase the production of the direct sales channel that included executing the following:

1. Improve the quality of the sales process through the use of a scalable selling system
2. Improve visibility into sales activity by implementing a framework for optimal sales management
3. Ensure long-term sustainability through a 16-week sales team implementation

### Results

UAI enabled the client to: achieve a higher level of sales activity through an optimal accountability solution; improve field sales skills by providing real-time feedback regarding field sales effectiveness; increase the average productivity per sales rep; and improved management decision making.

### about unfair advantage

Unfair Advantage (UAI) improves our clients' ability to accelerate and sustain revenue. Our core expertise is in the execution of proven business strategy. Based in Los Angeles with offices in Silicon Valley and Nashville, Unfair Advantage, Inc., has implemented scalable selling and management systems with direct sales, channel sales and professional services. Clients include: ICAP/Bank Oxygen, PG&E, Vocera, Bristlecone, Actona, Pillsbury Winthrop, Cornish & Carey, Coudert Brothers, Musicmatch/Yahoo!, & Environmental Communication Corp. The company is a division of Southwestern/Great American Opportunities, Inc., a 150-year old marketing and distribution company.

For more information, please visit [www.unfairadvantageinc.com](http://www.unfairadvantageinc.com).

