

Sales Strategies for Carrier Sales Teams

1,000 sales reps | 4 studies | 5 challenges



POWERED BY **OcularIP**



It's no secret that telecom sales have changed! Customers expect more but are harder to reach, quotas are bigger, service offerings are ubiquitous, and you face more competition.

But with the right tools, there is opportunity. In its first few months, the new Business Service Portal has proven to be the perfect solution to triumph over 2023's challenges and establish a strong foundation for success.

Read on to make 2023 your best sales year yet!

Based upon surveys from Channel Magazine, HubSpot's 2022 Sales Strategy & Trends Report, and Sales Key Challenges for 2023, we've compiled insights from over 1,000 sales professionals. Identifying key challenges and determining strategies for 2023 was no small feat, but knowing them could make all the difference for your revenue and margin success.

Common across these 4 studies are 5 main challenges:

- 1) Standing out [vs. competition]
- 2) Meeting (and exceeding) quotas
- 3) Connecting with prospects
- 4) Keeping prospects engaged
- 5) Alignment with marketing



Getting clarity on the challenges from last year helps you plan to win. The following identifies the challenges and solutions that have proven their effectiveness and can be easily and quickly implemented in 2023.

Challenge 1: Standing out [vs. competition]

Standing out from the competition is key! Establishing your USP (unique selling proposition) helps you distinguish your company from other businesses in your industry and better communicate your specific value to customers.

Use BSP as Your USP

In an industry flooded with an abundance of similar options like telecommunications, clearly establishing to clients what your company offers (and doesn't!) are key to driving sales.

You must understand your competitors.

- What are their strengths and weaknesses?
- Which features do they consistently highlight?
- How do they position against you?

Discovering your USP starts with knowing what makes your solution special – once you define your target markets and cater your offerings to appeal to that segment of buyers, you'll be in a solid position to stand out from your competition.



How LB Networks can help you address this challenge:

Customize, communicate, and collaborate all in one app!



“The Business Service Portal is a competitive differentiator for us. After helping us win a 500+ site account, it is now the core of our customer experience.”

– VP of Product Management, nationwide carrier.

“With the new Business Service Portal, carriers can stop discounting their services and start differentiating their company,” shared Ben Edmond, CEO of ConnectBase.

“The Business Service Portal is designed to help carriers wow prospects and win new accounts, not to mention to protect and grow their existing accounts.”

The Business Service Portal is a revenue-generating customer service portal. BSP leverages the foundation of OcularIP. Carriers can easily customize everything from branding to screen tiles and reports, plus take advantage of the comprehensive go-to-market launch program!



Challenge 2: Meeting (and exceeding) quotas

Making more sales is the goal of every salesperson, but when customers struggle to buy, it's easy to fall short of quotas and see commissions dwindle.

While the tried-and-true techniques of asking for the sale and building in value can go a long way, being aware of consumer behavior can also allow for better strategy development.

56% of salespeople across all industries noted the average deal size stayed the same from 2021 to 2022, while 8% saw a decrease.

The 8% decrease in deal size is characteristic of the telecommunications industry, but it doesn't have to mean discounting your products or services to get the sale. To quote Channel Magazine's survey, "we must stop the race to \$0".

How LB Networks can help you address this challenge:

Offer better service and more value-add services at a premium price.

Service providers selling the Business Service Portal as a Service have realized many benefits, including customers ordering more bandwidth, growing their backlog of opportunities, and winning more deals. Recent examples include a regional carrier winning a hospital system and relegating the current provider to backup status. Other successes include landing a state-wide contract, school districts (e-rate), and countless commercial businesses!

Challenge 3: Connecting with prospects

Selling is, by definition, a transactional relationship, but lending a personal touch goes a long way in customers' decision to choose you over your competitors. Putting your prospects and customers at the center of your sales efforts will have positive results and reduce refunds and complaints after the fact as well.



Be intentional about building trust and rapport throughout the sales process. Find out exactly what your customer needs, wants, and is willing to spend, then evaluate your offerings to determine the best fit.

How LB Networks can help you address this challenge:

With the streamlined approach possible using the Business Service Portal, you can keep your customer's needs and your company's offerings top of mind by showing them what they are buying from you and your company's commitment to them, resulting in an easy, effective decision process for you.

Challenge 4: Keeping prospects engaged

17% of survey respondents said keeping prospects engaged is a major challenge. Sales efforts can only go as far as your current systems allow – even the best salesperson can be hindered by a confusing funnel or an overwhelming amount of offers.

Keeping your prospects intrigued and enthusiastic throughout the sales process is key to clinching the deal.

How LB Networks can help you address this challenge:

Being clear, communicative, and enthusiastic is key while, of course, ensuring that you're not being overzealous.

Let your prospects know you're there without being overly eager or obnoxious. Engagement stems from tactful, effective communication. Learn how to keep prospects in the loop without annoying them. With the new Business Service Portal, you can easily showcase your services, so you can more dynamically engage your prospects. Providing clients access to the Business Service Portal is a key sales channel that is there 24x7 communicating with your customer when they want it.

By streamlining your contacts and communications using the Business Service Portal, you're sure to find a profitable balance.



Challenge 5: Alignment with marketing

According to the survey, high-performing salespeople are 35% more likely to say sales/marketing has become more aligned at their company from 2021 to 2022.

Understanding how the company is marketing its offering is key to landing sales. Being aware of customer expectations from advertising not only helps clarify your sales pitch but it allows you to anticipate questions they might have about your products so that you can fully answer them.

How LB Networks can help you address this challenge:

Keeping information about your offerings organized in the Business Service Portal lets you answer any customer questions with ease.

**2023 may hold some challenges for salespeople,
but within every obstacle is opportunity.**

With persistence, adaptability, and LB Networks on your side, sales team will be able to thrive in this new landscape.

**Contact us today to learn how the
Business Service Portal can help you succeed.**

lbnetworks.co

info@lbnetworks.co

(314) 414-1000

