
PURETALK & SEARS

MOBILE TELECOMMUNICATIONS

CLIENT DESCRIPTION

PureTalk is a mobile communication company, and Sears is a national staple in consumer products and services known for its American chain of department stores.

CUSTOMER REQUIREMENTS

PureTalk and Sears teamed up to offer in-store consumers a mobile phone solution that was affordable to all shoppers. In collaboration with the Sears Shop Your Way program, PureTalk developed a consumer mobile communications model to roll out across the United States. Within 30 days, PureTalk and Sears required sales teams in 15 regions, totaling more than 180 people across the United States.

SALES FOCUS INC. SOLUTIONS

Immediately, Sales Focus deployed our S.O.L.D.[™] Process too quickly and efficiently recruit and hire the sales teams PureTalk and Sears needed across the United States. SFI developed a model to recruit, perform background checks, train, and deploy the sales agents in a timely fashion to achieve the goals of the clients.

RESULTS

SFI hired, trained, and managed several teams of 180 sales personnel in multiple territories who successfully launched PureTalk products directly into Sears stores. SFI was able to effectively achieve the financial goal of PureTalk while working with the Sears environment and promoting the Shop Your Way program.