

Driving device protection growth across underperforming dealers



The CHALLENGE

Despite having a strong product portfolio, a national wireless client found that several dealer locations were falling behind national benchmarks for device protection. The root causes varied, but the impact was clear: lower revenue per transaction.

To close these gaps quickly, the client needed a clear understanding of where the issues were most pronounced and a repeatable solution that wouldn't disrupt daily operations.

Key barriers included:

- Uneven product knowledge among staff
- Inconsistent confidence in handling customer objections
- Limited in-store visibility for protection products
- Lack of performance tracking

The GOALS

Lift performance, build confidence, and sustain results

The program centered on three clear objectives to turn performance around.



Lift attach rates at the most underperforming locations to meet, and ideally surpass, the national average.

Build sales confidence and consistency through targeted enablement and coaching.

Create a sustaining system of visibility, feedback, and incentives that keep performance gains durable.

Our APPROACH

A multipronged plan balancing analytics, enablement, and motivation

We designed a strategy that **focused resources where they would have the highest ROI.**

Focus where it matters most:

Pinpointed the top 10 underperforming dealers using performance data to maximize impact.

Secure alignment up-front:

Collaborated closely with the client's leadership team to ensure sponsorship and set shared expectations.

Listen and learn:

Held structured discussions with underperforming dealers to understand challenges, customer interactions, and confidence gaps, informing the creation of a targeted performance playbook.

Train for confidence:

Delivered targeted product knowledge sessions and objection-handling workshops, providing associates with practical scripts and "micro-wins" to build confidence.

Reinforce through gamification:

Introduced ongoing gamified training modules to keep knowledge fresh and engagement high without adding administrative burden.

Increase in-store visibility:

Deployed new promotional materials to clearly communicate value at the point of decision and help associates start the conversation.

Motivate with incentives:

Launched sales contests to recognize individual and team performance and encourage healthy competition.

Measure and iterate:

Provided regular reporting to dealers to track trends and identify coaching opportunities for fast feedback loops.

Enhance performance oversight:

Launched monthly leadership touch points to review performance trends, recognize progress, and strategically address areas needing attention.

The RESULTS

Rapid, measurable improvement in just four months



The initiative delivered swift success, proving that targeted intervention works.

Attach rate surge:

Combined attach rates across selected dealers **surpassed the national average by 11%.**

Significant performance lift:

The locations achieved **29.98% incremental growth over the period.**

CLIENT FEEDBACK



"You and your team have been an invaluable resource, consistently available to offer support and innovative ideas to improve attachment rates. The level of support we receive is a key reason why we value this partnership. Your team's training initiatives for new hires and front-line teams have truly helped us elevate our performance."

- Sr. Market Director