



Cable Bahamas Business Solutions

offers fixed, mobile and cloud/data center solutions to increase efficiency, improve customer service, and drive digital transformation for businesses and communities throughout the Bahamas. As a quad-play telecom operator, Cable Bahamas provides data, voice and TV in affordable bundles.

Business Issues

- Improve sales productivity by integrating sales teams and uniting under a single sales process
- Grow revenue throughout the Bahamas
- Differentiate through value-added solutions

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We wanted a robust sales training as we were bringing the sales teams together. We selected ValueSelling to improve revenue, strengthen our relationships with customers, and uncover opportunities. That has made all the difference.

- Delmaro Duncombe, Director B2B Sales,
Cable Bahamas Business Solutions

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Challenge

When Cable Bahamas combined its commercial broadband sales team with the REV mobile and cable TV sales team, sales management team—Charnette Bullard-Thompson, VP B2B; Delmaro Duncombe, Director B2B Sales; Javier Bowe, Head of Major Accounts; and Chantelle Sands, Head of SME & Family Island Innovation—saw this integration as an opportunity to adopt and rally the sales team around a single sales methodology.

The Bahamian market is capped by its geography. The population is less than 400,000. Annual Gross Domestic Product (GDP) is projected to increase 3% to 9% in 2021 and 2022, respectively. Given geographic limits on growth potential, account expansion hinged on developing deeper and longer-lasting relationships with clients.

Cable Bahamas was transforming itself from a commoditized “TV company” to a custom solution provider. The sales team had to differentiate from the competition.

With these business issues, Cable Bahamas needed a sure-fire way to deliver value and develop greater customer intimacy. They implemented the ValueSelling Framework sales methodology.



Solution

Robust sales training brought the teams together. Instead of pushing bundled packages, the sales teams focused on understanding the unique business issues that a customer needed to solve. From there, the teams were able to develop tailored and differentiated solutions that solved those issues.

In the wake of the catastrophic, Category 5 Hurricane Dorian, followed shortly thereafter by the global pandemic, the team found creative ways to expand its relationship with the Ministry of Education. By partnering with the Rotary and other NGOs, Cable Bahamas kept 50,000 primary and secondary school students connected and engaged in remote learning for over a year. The solution involved over 10,000 tablets, mobile data plans for those without internet access, and a dedicated, 24/7 learning channel.

The team also supported its customers and the public through a video series and radio talk show featuring topics, from technology to digital currencies, that impacted the Bahamian economy.

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ValueSelling Associates engaged and challenged the participants at their level, helping them to achieve their potential. Even a year later, the ValueSelling Framework still resonates and we're still getting a lot of value from the training.”

- Charnette Bullard-Thompson,
VP B2B, Cable Bahamas Business Solutions

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Results

This value-based approach to selling resulted in the Cable Bahamas sales team exceeding targets. More important, the sales reps strengthened their relationships with top echelon customers, which led to uncovering more opportunities.

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ValueSelling gives our team the ability to ask the right questions, get to the underlying business issues, and provide the best solutions to the clients. The more you listen, the more you learn, the better you can sell.

- Javier Bowe, Head of Major Accounts,
Cable Bahamas Business Solutions

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Metrics

- **107%** of sales goals in FY 2020, remarkable given the negative impact of Hurricane Dorian (September 2019) and COVID-19 pandemic (March 2020)
- Commercial fixed business **182% of quota**
- Corporate mobile business **155% of quota**



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