

Client Case Study: CAN Solutions

Telecoms Provider



Programme: Two-day masterclass followed by six months of coaching **Engagement:** 7 months and development

RESULTS AT A GLANCE

76%→113%

target attainment
increase in a single
quarter (Quarter 3)

104%

of target hit in Quarter 4,
including December with
Christmas shutdown

14

team members coached
one-to-one

3

leaders coached
alongside the team

Full

behavioural and cultural
shift, from blame to
accountability

Basket sizes, call quality and conversion rates all rose together – the numbers moved because the culture moved first.



You helped improve the overall structure of customer conversations, increased confidence when discussing additional products and services and provided practical techniques for identifying upselling opportunities in a natural and customer focused way. Your coaching style was engaging, approachable and easy for the team to apply in real world situations, which helped drive both confidence and performance improvements. The feedback from the team was very positive. We found the coaching to be a worthwhile investment in developing our people and enhancing the service we provide to our customers.

Tom Finch – Director, CAN Solutions

Before Room 11

The team were operating at 76% of target and morale was extremely low, following a recent commission structure change that left them demotivated, reactive and disengaged. Each team member spent less than one hour of an eight-hour shift on the phone, and the conversations that did happen were short and transactional – people checking in rather than building relationships. The potential was there, buried under frustration and low confidence.

The challenge

CAN Solutions needed someone who could:

- Rebuild confidence and shift the culture from reactive to proactive
- Improve call quality and commercial awareness
- Increase basket sizes and conversion rates
- Support leadership to align with the behaviours being developed in the team



Anna has completely transformed the way we think and work! The mix of personal coaching and team sessions has boosted our confidence, positivity, and drive beyond what I imagined possible. We're more productive, assertive, and focused - and the uplift in results says it all. She's been a game-changer for us!

Rori Sutton - Head of Account Management



Room 11 Coaching

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How the results were achieved

The solution

I delivered a full development programme, The Person at the End of the Phone™, combining training and coaching so the team understood not only what to do, but why it mattered.

01

Reading the room

My background running Water Babies gave me the ability to read body language and emotional cues, so I could tailor every session in real time.

02

Reframing the conversation

I helped the team turn check-ins into commercial conversations, so every call became an opportunity for rapport, data, upsell and cross-sell.

03

Practical tools that stuck

Sales bingo, superhero self, rapport-building frameworks, upsell and cross-sell strategies, and an accountability reset.

Rapport before results

I built rapport quickly, identified mindset blocks, and challenged unhelpful narratives before pushing for performance change.

Leadership coaching

Alongside the team, I coached the sales director, operations director and account management manager, so leadership behaviours aligned with what the team was learning.

The impact

Target attainment rose from 76% to 113% in a single quarter (Quarter 3), with 104% achieved again in Quarter 4 – including December, despite the Christmas shutdown. Basket sizes, conversion rates, call quality and call length all increased together, backed by a full behavioural and cultural shift from blame to accountability. The team continued using the methods after the programme ended.



"Anna has been an incredible help in so many ways. Before starting my sessions with her, I was stuck in a bit of a rut, lacking confidence and only just hitting target. Since working with Anna, my confidence has grown massively. She's also helped me develop my own coaching skills to better support the other Account Managers.

I'm now on track to hit 200% of my target (fingers crossed!), and I can honestly say I've had some of my best months at Can since working with her.

Anna, you're an absolute delight to work with, I truly couldn't have done it without your support."

Charley Moetamedi - Account Manager



About Room 11 Coaching

Room 11 Coaching is a specialist coaching business working with leaders, teams and business owners. Consultancies and programme providers bring me in to deliver the coaching element of their work: qualified, transformational coaching that embeds learning and builds people's confidence to move forward on their own, backed by real commercial understanding.

I have over 25 years of commercial and telesales experience, including at board level. I am an EMCC-accredited coach practitioner working towards Senior Practitioner, hold an EMCC-accredited Level 7 Diploma in Transformational Coaching and a PTLLS teaching qualification, and am completing a foundation degree in Organisational Transactional Analysis. As both a qualified coach and a qualified trainer, I bring both disciplines to the work.

