

**Topic:** Sales Incentives

Tangie & Cheryl will facilitate a discussion on sales incentives to include risks, ROI, and the challenge of motivating all employees.

How do you engage all employees in promoting your products? What’s the best way to engage non-sales personnel? There are so many ways to grow revenue. Yet, so many times the resources available to us are untapped. By tapping into those who know our products best we can gain additional sales units and revenues.

Take the Lead is Frontier’s way of taking charge of the landscape and having our experts in the field help grow the business. When we allow someone in our home or business, we must have some level of trust. We all love to do business with people we trust and know. Even if it is casually, having met someone helps us to feel comfortable in our decision to do business with a company. Support and structure are key. Let us share our success with you!

**Speaker:** Tangie Lewis, Sales Ops Manager, Cincinnati Bell



I have worked in the call center environment for 20 years in the areas of Operations, Vendor management, and Sales. During my time in call center, I have held a variety of positions such as, Quality Manager, Project Manager, Methods, Procedure and Training Manager as well as a Team Leader. These positions have enhanced my skills utilized today as an Operations Manager responsible for Sales. I currently work with a team of 15 Sales Reps and 2 Sales Managers selling Cincinnati Bell products. I enjoy collaborating and identifying the voice of the both the customer and employees to create efficiencies and exceed goals. I attended The Ohio State University and I am a diehard Buckeye Fan!

**Speaker:** Cheryl Maschal, Program Manager, Frontier Communications



I truly have a bell-shaped head. I have been engaged in the Telco field for 20 years. I started with a company called C&P telephone in the heart of the business, phone sales. Over the years, I have gone through several companies and roles. Corporate training, product support, back office operations, resource management and private business owner to name a few which I have dipped my toes and spent some time. Whether acting as a single contributor or leader of many the goal is always to grow revenue.

I am passionate about what I do and those I work with. My household is overwhelming male so that helps when it comes to overseeing a program with a very male dominated workforce! Engagement and awareness are key to what I do.

As long as those who are invested in the program, and I am invested we can always make things happen!