



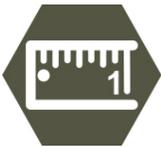
Predictable Breakthrough Sales Results

Fortune 100 financial services company uses Empirical SellingSM managed sales acceleration solutions to **increase sales by 79%** while **reducing cost per sale by 42%**.

Sales Results Had Not Improved And Fluctuated Wildly from Month to Month

A Fortune 100 financial services company uses telesales to sell charge cards and related services to small and medium businesses. At the point in time when Massini Group engaged with this client, the sales results had not improved in over a year and a half. In fact, sales results fluctuated wildly from week to week and month to month, making any form of strategic planning for the business extremely difficult. Massini Group was tasked with providing Empirical SellingSM managed sales acceleration services to the team with the primary objective of predictably driving sales growth and efficiency.

Benchmark
SMB Selling
Performance



In-depth Analysis of Telesales Operations Sets New Expectations

Massini Group utilized Empirical SellingSM benchmark and best practices data as the foundation for a comprehensive review of the operations of the telesales team via a workflow review, time motion studies and proprietary analyses of 18 months of call history data. Among the findings: 36% of agent time was spent on deciding who to call as opposed to actually making calls; 42% of targets received little or no attention from the agents; and 29% of all calls were placed to targets for which a final disposition was never determined.

Gain Real-time
Leading Indicator
Visibility



Leading Indicator Metrics Linked Performance to Specific Behaviors

Empirical SellingSM leading indicator metrics are predictive measurements of sales cycles in progress that are driven by specific aspects of the sales operation. They are derived from 20 years of analysis of sales workflows and their associated call history and sales results. Massini Group used them to give the sales management team specific, differentiable and actionable insights into how the leads data, campaign structure, team organization, outbound call queuing, sales training and platform functionality impacted the performance of the team.

Exploit
Sales Workflow
Opportunities



Methodical Application of an Iterative Sales Acceleration Cycle

The core of the Empirical SellingSM methodology is an iterative sales acceleration cycle in which a statistical foundation is put in place as the base for predictable, reproducible sales results. Based on a specific quantified contribution of each workflow component, Massini Group set forth a prioritized sales acceleration plan for the sales operations team. Within the context of each time-bounded block of work, Massini Group worked hand-in-hand with them to methodically execute the prescribed improvement to the sales workflow.

Predictable
Breakthrough
Sales Performance



Predictable Results In the First Month, Breakthrough Results Within Three Months

Within two weeks, Massini Group was able to project the sales results for the first month within a plus or minus 5% range. Subsequent months followed a predictable upward trajectory as each additional component of the sales operation was brought into alignment. Within three months, overall sales results had reached record levels. For the first full quarter of Empirical SellingSM operations, sales had increased by 79% and average cost per sale had been reduced by 42% relative to a comparable prior quarter.

© 2014 Massini Group, All Rights Reserved