



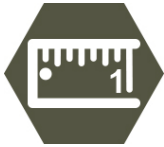
Predictable Breakthrough Sales Results

Fortune 100 telecommunications company uses Empirical SellingSM managed sales acceleration solutions to **increase sales per agent per day by 60%**

Question : What Was Causing Total Sales and Sales Efficiency to Degrade Over Time?

A Fortune 100 telecommunications company uses outsourced telesales vendors to drive acquisition sales in small businesses. At the point in time when Massini Group engaged with this client, overall sales had fallen by 20% from the same period prior year. Sales efficiency, measured as sales per agent per day, was down by 26%. Massini Group was tasked with isolating the root cause of the change in sales performance and with providing Empirical SellingSM services to the vendor management team with the primary objective of predictably reversing the sales trend and driving sales growth and efficiency.

Benchmark
SMB Selling
Performance



In-depth Analysis of Vendor Telesales Operations Surfaced Specific Opportunities

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: overcalling targets reduced sales efficiency by 57%; cost of sales was increased by 37% as a result of failure to time calls correctly; 17% of all of the targeted records in any particular month should have been set aside due to previous dispositions.

Gain Real-time
Leading Indicator
Visibility



Leading Indicator Metrics Formalized Operational Expectations

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 gave the vendor management team both specific best practices goals and on-going actual measurements for a comprehensive set of operational parameters like dials per agent per day, depth of coverage per target, connect rate and DM reached rate.

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. Massini Group modified the vendor management work stream to cause that each set of targets delivered to the vendor complied with two statistical models: call timing optimization based upon competitive contract expiration date and recycle strategy based upon the outcome of any campaign executed in the last 6 months.

Predictable
Breakthrough
Sales Performance



Alignment of Targeting Timing and the Telesales Operating Model Drove Results

Within the first month of Empirical SellingSM operations, marked improvements were made in all critical metrics, including agent utilization, throughput, list penetration, lead yield, and sales per agent per day. Relative to a baseline created using the 3 months prior to applying Empirical SellingSM methods, sales per agent per day jumped up 70%. Compared to same month in the prior year, sales efficiency jumped up 60%.

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