



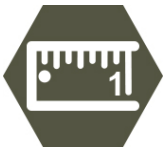
## Predictable Breakthrough Sales Results

Fortune 100 commercial bank uses Empirical Selling<sup>SM</sup> managed sales acceleration solutions to **increase sales per lead by 200%** and to **increase sales per agent per day by 83%**

### Limited Target Universe Requires Balancing Sales Yield and Sales Efficiency

A Fortune 100 commercial bank uses an internal telesales team to sell business lines of credit to a select set of pre-qualified small businesses. At the point in time when Massini Group engaged with this client, the core operating strategy of the team involved using a predictive dialer to manage the outbound queue management process. Massini Group was tasked with supplying a holistic Empirical Selling<sup>SM</sup> managed sales acceleration solution to the team in order to predictably balance sales lead yield with sales efficiency.

Benchmark  
SMB Selling  
Performance



### In-depth Analysis of Telesales Operations Drives New Workflow Specifications

Massini Group utilized Empirical Selling<sup>SM</sup> 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: the dialer was making twice as many dials per connect versus benchmark data; agents waited an average of 38 seconds for next connect; 63% of all call dispositions were unusable to control the process; 37% of the agents made 90% of the sales.

Rapid Prototype  
Best Practices  
Sales Workflow



### Best Practices Cloud Based Sales Acceleration Platform Launched in Two Weeks

The client decided that its internal sales automation and dialer platform could not be modified fast enough to meet the sales acceleration goals set forth by division management. Massini Group launched its Empirical Selling<sup>SM</sup> cloud based sales acceleration platform within a two week window, replacing all of the systems used by the team except the internal order entry system. Instantly, best practices workflow, outbound queue management and dispositioning became available. As a result, live connects and conversations jumped up by 44%.

Develop  
Underperforming  
Teams/Agents



### Real-time Leading Indicator Metrics Drive Best Practices Agent Development

Empirical Selling<sup>SM</sup> leading indicator metrics are built in to the Empirical Selling<sup>SM</sup> sales workflow automation platform and provide users with real-time visibility into the drivers of the sales performance of every campaign, team and agent. With Massini Group assistance, the sales operations team used these metrics to prioritize upgrades to the call approach, queue management and individual agent skills. Further, the team was able to visualize and execute strategies such as list skimming and industry concentration to drive sales effectiveness.

Predictable  
Breakthrough  
Sales Performance



### Immediate Sales Workflow Alignment Results In a Jump In Sales Yield and Efficiency

Our client is selective when it comes to the customers it seeks. It does not have an unlimited universe of targets. Accordingly, it measures success both in terms of sales yield (sales per unit of leads) and sales efficiency (sales per agent per day). To accomplish both at the same time required continuing alignment of the capabilities of the agents with the needs of the targets. In the first month, sales yield jumped 91% and sales efficiency jumped by 35%. By the six month mark, sales yield was up by 200% and sales efficiency was up by 83%.

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