



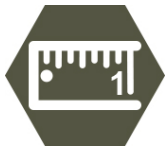
Predictable Breakthrough Sales Results

Largest local advertising company in the US uses Empirical SellingSM managed sales acceleration solutions to **increase renewal sales per agent per day by 212%**

A Large Telesales Force With Locations, Teams and Agents Acting Independently

The largest local advertising company in the United States uses a very large internal telesales team to sell print directory and on-line directory services to small businesses within an expansive national footprint. At the point in time when Massini Group engaged with this client, each location, sales team and agent operated independently in an effort to meet sales goals. Massini Group was tasked with supplying a holistic Empirical SellingSM managed sales acceleration solution to the team in order to predictably drive sales efficiency and results.

Benchmark
SMB Selling
Performance



Analysis of Telesales Operations Suggests the Need For Workflow Standardization

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. Among the findings: 46% of all dials were placed against targets that were not followed up; 23% of records researched were not dialed; agent dialing activity averaged less than 50% of best practices rates. All of the above resulted from nonexistent workflow standards.

Rapid Prototype
Best Practices
Sales Workflow



Best Practices Cloud Based Sales Acceleration Platform Launched At 10+ Sites

Although the company had a stated strategy to utilize salesforce.com as its primary sales platform, schedule delays caused telesales leaders to seek a rapid telesales process prototyping platform. Massini Group launched its Empirical SellingSM cloud based sales acceleration platform at 10+ sites in 2 months, replacing all of the systems used by the team except the internal order entry platform. Instantly, best practices workflow, outbound queue management, call dispositioning and real-time sales metrics became available.

Gain Real-time
Leading Indicator
Visibility



Real-time Leading Indicator Metrics Give Sales Leaders Unprecedented Visibility

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. With Massini Group assistance, sales leaders used real-time leading indicator metrics to organize and manage standardized workflows, set goals and follow-up on activity and performance metrics and develop team wide skills development initiatives.

Predictable
Breakthrough
Sales Performance



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

Within the context of the print directory production schedule, sales leaders were able to direct the efforts of large teams of managers and agents in a manner that they had never previously had available to them. As a result, renewal sales efficiency went up by 212%. All of those agents used their leftover time to drive acquisition sales and, as a result, began to grow the business for the first time in a long time. The resulting change in net sales was compelling. So compelling, in fact, that our client has asked that we not share the specifics.

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