



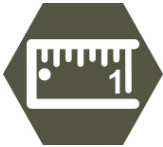
Predictable Breakthrough Sales Results

Fortune 100 package delivery company uses Empirical SellingSM managed sales acceleration solutions to **increase sales per agent per day by 82%** while **reducing cost per sale by 33%** and **increasing revenue by 42%**.

Question : Was the Outsourced Telesales Vendor Effectively Managing Itself?

A Fortune 100 package delivery company uses outsourced telesales vendors to drive revenue from current account holders in small and medium businesses. At the point in time when Massini Group engaged with this client, the outsourced telesales vendor was delivered a set of targets once every 6 months with the hope that they would effectively cover them and assure maximum revenue attainment. Massini Group was tasked with providing Empirical SellingSM managed sales acceleration services to the vendor management team to assure that the program was running at peak efficiency and ROI.

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: 55% of all dials were made to targets that were not followed up; 51% of all of the targets were never called at all; the vendor was operating at 66% of the optimal dials per hour per agent. In other words, the process was extremely wasteful.

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.

Advance
Telesales Vendor
Capability



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 workstream to cause that a set of targets was delivered each month with an algorithmically applied dial order designed to optimize results. Further, Massini Group communicated, reported on and managed an expectation that all targets would be uniformly treated and completed within the month.

Predictable
Breakthrough
Sales Performance



Immediate And Progressively Improving Results by All Measures

Within the first month of Empirical SellingSM operations, marked improvements were made in all critical metrics, including agent utilization, throughput, list penetration, lead yield, sales per agent per day and cost of sales. The increased sales productivity allowed the vendor management team to get more done with fewer outsourced agents. Within 6 months, the sales per agent per day had increased by 82%, the cost per sale had been reduced by 33% and the overall revenue attainment for the targeted accounts had increased by 42%.

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