

Case Study- Workforce Management Solution Provider

Client Situation

Company innovatively adapted enterprise-level Workforce Management Solutions from successful Fortune 500 companies like NIKE, Intel and Microsoft to deliver streamlined recruitment services, strategic planning, workforce programs, and recruitment technology for start-up to mid-market organizations. Company came to Sales Resource Group (SRG) with the unique situation of delivering superior client services, but was not able to develop a steady sales pipeline for new business. This together with the slow economy prevented Company from growing. The company's desire was to build a "best-in-class" sales strategy and a solution-selling model together with an accompanying sales process to triple revenue in 2002.

The Solution

Company saw the benefit of partnering with SRG to map out an "implementable" sales strategy and process to generate revenue through new sales. As part of the project, the SRG team spent 6 days onsite spread out over 8 weeks working closely with the Company team. The collaborative solution was a fully customized Sales Acceleration Plan that will be used as a road map to achieve the revenue goals in 2002 and beyond.

The Results

Company now has a well defined, agreed upon, and scaleable sales strategy that represents the uniqueness of their performance-based recruiting model. SRG facilitated and guided Company through market segmentation analysis, targeting and positioning. A new value proposition and many new sales collateral components were created to reflect Company's new services and positioning. A repeatable sales process with focus on generating short-term revenue was developed and implemented. Necessary sales tools were identified and created by SRG.

A lead generation mechanism was established together with a lead tracking and prioritization mechanism to optimize effectiveness and efficiency early in the sales process. An affordable web-based sales force automation tool (Salesforce.com) was set-up and customized. Leads from different sources were collected, reconciled, prioritized, and imported into Salesforce.com. Ongoing training on this new application was provided and customizations were made as appropriate.

A complete performance management system was also put in place and performance standards were defined. This enabled Company to stay focused through metrics as well as drive and reward sales performance. Compensation plans and sales job descriptions were created and one new salesperson was hired immediately upon completion of the project.

Together, SRG and the Partners of Company tested the new sales approach by making several sales calls. This was conducted to verify and test the new sales process, value proposition and sales tools. One of the Partners' very first phone call lead to a meeting which resulted in a signed agreement. This one piece of business alone was a 2.5 times ROI on their SRG investment. Sales Resource Group will stay actively involved on an as needed basis to support Company's sales effort.

From a Client's Perspective

"As a young company, it was especially important for us to engage with SRG. Their work has had an immediate impact to our bottom line and the return on investment was recognized immediately upon the conclusion of their work. Using SRG to develop our sales acceleration program has been one of the best business decisions we have made so far."

- Founding Partner – Workforce Management Solution Provider