

MEDICAL SUPPLIES MANUFACTURER (REVENUE: \$50 TO \$100 MILLION)

Objective

In an effort to boost revenues within accounts too small to be supported by the field organization and the distribution channel, the manufacturer decided to create a telesales team to sell their products direct.

Deliverables

- » ASLAN recruited and hired the entire telesales team – both the manager and inside sales reps – and designed the compensation package.
- » To ensure the company's resources were concentrated on prospects with the highest potential returns, ASLAN analyzed the existing customer base and then designed a demographic profile for four categories of prospects. Once the target audience was defined, ASLAN created and implemented a telesales strategy for each qualified segment.
- » ASLAN designed the contact management system to manage the call process and house the key customer data.

- » Team leaders attended an accelerated program for managing, coaching, motivating, and retaining employees
- » Telesales reps participated in ASLAN's inside selling skills program (iS180), reinforced with monthly one-on-one coaching from a certified ASLAN trainer.
- » To ensure the highest level of productivity, ASLAN designed systems to help manage the sales department – including establishing productivity levels, performance measurements, and designing management reports.

Results

Within in the first six months of implementation, the telesales team grew revenues by 76.9%, produced annualized net profits of \$76,666/rep, and generated a ROI of 114%.

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