

## CASE STUDY

# Medical Supplies Manufacturer

## 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), which was 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 percent, produced annualized net profits of \$76,666/rep, and generated a ROI of 114 percent.



Since 1996, in over 25 countries, ASLAN Training & Development have been helping bridge the gap in sales force execution in many of the world's largest sales organizations. Beyond the typical training event, our solutions and expertise are focused on the four critical areas needed to ensure sustainable change:

- Tactics – Establishing the methods, message and metrics that are consistent with high performing sales organizations
- Rep Development – Customized skill development programs for each of the 11 unique sales roles
- Leadership Development – Providing the tools and programs to ensure sales leaders transition from just measuring performance to truly driving change
- Road Map to Transformation – Includes leadership certification, rep and manager development resources, & sales dashboard to track and measure the three areas that drive results

Let ASLAN help build your bridge between today's status quo and your sales execution of tomorrow.

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# Unlock Tailored Sales Training Solutions for Your Team.

## The results speak for themselves

**22x**

Increase in number of meetings

**365%**

Higher response and click-through rates

**44%**

Average increase in rep performance

**1.5**

Months saved per year

## From Assessment to Mastery: ASLAN's Tailored Sales Training That Delivers Results

### Prepare

Assess needs, customize, align leadership.

### Ignite

Embrace change through interactive learning.

### Transform

Master skills with digital tools and coaching.

## Trusted by Top Organizations



Get in touch with the ASLAN Team to unlock a proven, tailored approach that turns your sales reps into revenue-driving partners.

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