



Leading Financial Services Provider

CASE STUDY

“Due to West Business Services’ program, I have been able to spend more time in the field doing what I do best – presenting to the end user. With the limited time I have, especially in busy seasons, this program has allowed me to spend time where it counts – in front of end users versus on the phone trying to reach them.”

- Field Sales Consultant,
Leading Financial Services Provider

OBJECTIVE: Increase Sales and Face-to-Face Selling Time

A major financial services provider was searching for a more effective way to generate revenue through their payroll services and increase market share to the small to medium sized business (SMB) market. The company’s field sales team had limited quantities of qualified leads and the amount of face-to-face selling time spent with qualified prospects was decreasing. Due to the lack of qualified leads, not only were sales declining, but new business development was also depleting.

The company needed an effective business-to-business sales solution that would strengthen their sales pipeline and increase the amount of face time their fields sales team had with prospects. After comparing their internal capabilities to external options, the company determined they did not have the core competency in-house. The company ultimately chose West Business Services to provide an inside sales solution based on their experience, expertise and sales-oriented focus.

THE WEST BUSINESS SERVICES SOLUTION:

A Customized Sales and Lead Management Solution

West Business Services’ experienced Sales and Lead Management specialists set out to analyze the company’s specific needs in the areas of sales and new business development. Based on the information that West Business Services’ sales associates gathered, a comprehensive sales solution was developed to mirror the client’s goal: increase customer and prospect reach, increase sales frequency, increase speed to market and improve lead flow success.

To effectively achieve the client’s goals, a Sales Management Tool specific to the company was also created to be used during the sales process. This database tool would play an important role in tracking and reporting sales calls in support of lead development and appointment scheduling.

To ensure key benchmarks were met, West Business Services’ sales associates participated in extensive training and worked closely with the client’s field organization to develop an effective lead development plan. The lead development plan included a 360° feedback component, Voice of the Customer, which ensured that qualified leads would be converted into revenue for the client, producing the maximum return on investment.



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THE RESULTS : A Dramatic Increase in Lead Generation and Sales

The West Business Services' business-to-business inside sales solution dramatically increased sales and created greater field coverage through more face-to-face selling time with qualified prospects.

In less than nine months, the customized sales solution generated over \$500,000 in new sales. The increase in sales was a result of over 1,800 new appointments scheduled. In comparison to previous lead management programs, West Business Services' sales associates increased the close ratio by more than 200% in the first nine months.

Our dedicated sales associates have consistently achieved service levels and sales call evaluations that exceed the client's goals. Feedback from the client's prospects and field sales representatives continues to remain extremely positive.

WEST BUSINESS SERVICES :

A Premier Provider of Business-to-Business Contact Solutions

West Business Services is the nation's premier provider of outsourced business-to-business solutions that help companies derive greater value from their business relationships. Our unique approach combines extensive experience and superior operational methods with advanced technology to help companies dramatically increase sales, improve customer relationships and enhance product presence. As an affiliate of West Corporation, West Business Services is a financially strong partner that is focused on delivering results-driven solutions that help businesses grow.



For more information about West Business Services, call:

888-873-6000

or visit us at westbusinessservices.com