

SUCCESS STORIES



CASE STUDY

Outsourced Human Resources and Benefits Administration

CLIENT PROFILE:

The Alcott Group is a Professional Employer Organization (PEO) providing human resources support, labor law compliance and employer services to businesses with five to 200 employees.

BUSINESS SITUATION:

The Alcott Group wanted to grow their book of business in the Western New York area. A lack of awareness and education about PEO's made it difficult to connect with new prospects and resulted in long sales cycles.

Alcott's internal resources were focused on servicing existing accounts, constraining their ability to educate the market and execute necessary activities which focus on new business development. Additionally, traditional advertising has proven to be ineffective in the PEO industry, as their complex offering cannot be explained via a billboard or television spot.

The Alcott Group needed a comprehensive solution which could simultaneously create awareness and education; as well as develop a repetitive flow of qualified sales opportunities. They also were interested in market intelligence regarding demand for PEO services in the area.

Athena SWC

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The Alcott Group fills sales pipeline, improves sales rep productivity and increases their market presence with Athena SWC

The Alcott Group partnered with Athena SWC, a business improvement consulting firm, to leverage their Synchronized Relationship Acquisition and Management Process (RAMP). Given their highly complex service offering Alcott believed that Athena's targeted marketing approach and synchronous touch methodology presented the best opportunity to secure qualified new business leads and improve their sales professionals' productivity.

Athena developed a customized program targeting key decision makers in medical offices and high-tech companies. These highly focused prospect segments were selected because they are well aware and most suitable to outsourcing non-revenue producing tasks and they understand the importance of staying focused on their core competencies.

Thus, Athena believed that these prospects were most likely to be receptive to The Alcott Group's offer.

Athena created a program focused on educational webcasts, as the first step in Alcott's sales cycle. Vertically targeted direct mail and email pieces were developed that addressed specific business pains that Alcott's offer alleviated. Athena's highly experienced inside sales team then met with Alcott's sales director to develop a script and prepare for inside sales execution. One month after the initial meeting, Athena had a process and materials in place, and was ready to launch.

The campaign started slowly as prospects unfamiliar with The Alcott Group were resistant to change and unwilling to learn about the PEO offer. As a result Athena and Alcott worked together to improve their offer and focus on common objections and rebuttals they were hearing on the sales calls. After quickly making the necessary process improvements, the campaign took off.

Alcott saw an immediate flow of highly qualified sales leads enter into active sales cycles. **Within 60 days of the campaign's inception, Athena introduced \$350,000 in new sales pipeline opportunities.**

By outsourcing this process, Alcott was able to create sales opportunities without increasing their operating expense. This solution facilitated a change to Alcott's sales process and enabled their highly trained staff to focus on closing new business and servicing existing clients, as opposed to searching for new opportunities.

Customer Benefits

- **Injected \$350,000 into The Alcott Group's sales pipeline**
- **Increased awareness about the PEO offer among key decision makers through educationally based webcasts**
- **Provided The Alcott Group with specific marketing Intelligence about prospects in the area and their current HR practices**
- **Improved sales rep productivity**

"We are seeing a lot more sales activity as a result of our partnership with Athena SWC. I recommend anyone looking to fill their sales pipeline contact Athena SWC, as their comprehensive process almost guarantees success."

**John Bradley
Director of Operations and Sales, The Alcott Group**