

Success Story: The Alcott Group Fills Sales Pipeline, Improves Sales Rep Productivity, and Increases Its Market Presence With Athena SWC



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 its book of business in the Western New York area. A lack of awareness and education about PEOs made it difficult to connect with new prospects and resulted in long sales cycles.

Alcott's internal resources were focused on servicing existing accounts, which constrained their ability to educate the market and execute necessary activities that focus on new business development. Additionally, traditional advertising had 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 that could simultaneously create awareness and education, as well as develop a repetitive flow of qualified sales opportunities. They were also interested in market intelligence regarding demand for PEO services in the area.



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

A Targeted Approach

The Alcott Group partnered with Athena SWC, a business improvement consulting firm, to leverage its synchronized Relationship Acquisition and Management Process (RAMP). Given its 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 its own 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.

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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.

Overcoming Objections

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.

The Leads Start Flowing

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 its 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.

The Results



Introduced \$350,000
into Alcott's sales pipeline within
the first 60 days



Increased market awareness
about the PEO offer among key decision makers
through educationally based webcasts



**Provided front-end marketing
infrastructure support**
to improve sales rep productivity



**Extracted market
intelligence**
about prospects in the area and their
current HR practices