



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 medical supplies 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, which was reinforced with monthly 1-on-1 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.

Since 1996, in over 40 countries, ASLAN® Training & Development has 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 measuring performance to driving change.

ROAD MAP TO TRANSFORMATION

Includes leadership certification, rep and manager development resources, and a sales dashboard to track and measure the three areas that drive results.

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

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**.



375 Northridge Rd.
Suite 485
Atlanta, GA 30350
770.690.9616
aslantraining.com