

Professional Persistence Pays Two Ways



In July 2008, NuGrowth's Inside Sales team uncovered a strong lead through a cold call into a software sales organization, Strategic Insurance Software. After initial phone conversations and meetings, both firms recognized the tremendous opportunity that a synergistic collaboration could provide. SIS was a solid organization with a good product and a large marketplace. Pairing that with NuGrowth's powerful sales and eCommunications services would enable SIS to realize their sales potential.

Industry:

Insurance, serving the independent agent. Market includes multiple service providers of all sizes.

Organization:

Good culture, strong product, high engineering/product focus, but was not reaching sales potential.

SIS Customer Profile:

Cost conscious business owner who wears many hats, needs to increase sales and must be as efficient as possible. Competing with other independent agents as well as with direct-to-consumer insurers.

Business Situation:

Desire to increase market share and gain more predictability and consistency in sales cycle.

Solution:

Partner with NuGrowth Solutions and implement their *Sales Execution Process™*.

By the Numbers

NuGrowth began the engagement by implementing the *Assessment* phase of its *Sales Execution Process(SEP)™* in order to learn about the industry and about SIS' product, people and processes. Conducting an extensive inventory of eight major categories within the SEP, they scored each key functional area of the organization, including SIS' current sales and marketing efforts. That scoring system enabled NuGrowth to apply proven metrics and accurately forecast the first six months of activity for the SIS engagement.

The second phase of the SEP was the *Execution Plan*, including a series of specific recommendations: simplify pricing, create support materials, enhance the website and establish an eMarketing program. "NuGrowth approached sales similar to how we approach technology," says SIS' COO Mark Miller. "Very metric oriented, they continually measured activity to assure they were focusing on what was most important to our customers and the market, adjusting when it was necessary."

Also as part of the sales execution plan, NuGrowth documented relevant industry, company and product information, implemented a CRM system, gauged the number and caliber of leads, and selected the sales executives through their ongoing recruitment process. The sales team trained extensively with SIS personnel, developed communications, wrote scripts and began calls into the marketplace, initially to listen and learn more about the industry. "Frankly," explains Miller, "I wondered how they could possibly come to understand what we did – and how – so quickly. But the NuGrowth team worked diligently to become stewards of our brand. Within six weeks they were making calls, and we were getting better market intelligence than we'd ever had. Within eight weeks the pace of their calls exceeded anything we had been able to accomplish on our own."

For More Information:

If you are interested in leveraging our team to increase revenue for your business, please contact us. We'll show you how we can help.

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NuGrowth Solutions, LLC

NuGrowth works with clients to accelerate revenue generation through proven sales and marketing programs.

To access information about NuGrowth Solutions using the Internet, go to: www.nugrowthsolutions.com

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Pace with Purpose

In phase three of the SEP, NuGrowth tracked the process and their progress on SIS' behalf. They routinely kept an *Implementation Scorecard* of outbound impressions, meetings set and demos completed, as well as conducting weekly pipeline meetings and continually assessing the market through actual agent feedback. "As the sales team touched people in the market place, more potential clients learned who we are and what we can do. With that growing name recognition, we were no longer some quiet vendor in Ohio, but a newly aggressive player, which really makes a difference from a marketing standpoint," continues Miller.

By the six-month mark, all that persistent *Sales Execution Process* activity began to yield consistent results. Using data that clearly defined what was required to increase sales and grow the business, SIS and NuGrowth reassessed sales expectations. And less than a year into the engagement, NuGrowth's sales doubled SIS' previous best month's effort. According to Mark Miller, "NuGrowth brought momentum to SIS, and that momentum positively affected everyone. Morale and excitement rose. And of course, closing business brought the revenue we needed."

Proven Process

Through professional persistence, NuGrowth found SIS. Through that same best-practice proactivity, SIS continues to benefit from predictability and bottom line results.

For less money than we were spending for inside sales, NuGrowth created the sales team and systems for SIS that are more successful in generating business than we could ever be. ~Mark Miller, COO

Strategic Insurance Software

