Case Study: Payroll Services

Background

Client is a large, regional provider of payroll and HR services for medium sized businesses, and a member of the IPPA. Based in the Northeast United States, the Client has 5 salespeople and serves hundreds of customers in their territory.

Business Challenges & Solutions

Client realized that salespeople who prospect are not working efficiently. With that understanding, Client sought the services of a number of outsourced call centers, none of which provided quality appointments or generated a return on investment (ROI). At the end of 2008, they turned to SalesRoads to create a customized approach and schedule highly qualified appointments for their salespeople.

SalesRoads worked to develop a clear and concise value proposition to easily convey the value of the client's services. Additionally, SalesRoads created HTML emails and faxes to send to interested prospects who needed additional collateral before committing to an appointment. Finally, to ensure that their salespeople were not over-booked, SalesRoads enabled each salesperson to sync their calendar in real-time with their appointment setting calendar.

SalesRoads also worked with our Client to determine a set of parameters that each new opportunity would need to fall under as well as a vetting process to get the most data possible from each call; not just the calls that resulted in an appointment. This data allowed SalesRoads to determine the key demographics that a qualified prospect would fall into, and target those companies exclusively.

All told, this customized approach resulted in a *450% ROI* for the Client in the first 18 months—not including the potential for recurring revenue streams from all sales that were made. Furthermore, this powerful strategy reduced the overall new client acquisition costs.

Customer: Large Regional Payroll Provider

Industry: Payroll & HR Services—*IPPA Member*

Product: Appointment Setting

Business Need:

- Client was looking to rapidly develop their sales territory. Wanted to place their salespeople in front of as many prospects as possible

- Had become disenfranchised with lackluster results of other call centers, but realized the value of outsourcing

- Other call centers could not synch with their calendars and so the reps were continuously "double-booked"

- Wanted to focus on larger prospects 75 employees and above to increase ROI

Solution: SalesRoads Appointment Setting

Results:

SalesRoads allowed Client to:

- Generate an ROI by 450%

- Market to their entire territory systematically

- Focus on prospects with the highest ROI potential

- Never be "double-booked" by synching their Outlook calendars with their appointment setting calendar

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1-800-836-4033

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