



A small PEO, the fastest growing industry in the world, decided it wanted to be “one of the big boys”. We revamped their entire sales process. Sales doubled in volume 3X over the next two years. **How’s that for Human Resources?**

THE SITUATION: Searching for Growth! A small family owned company noticed that their services (and prices) were just as good—if not better—than the leaders in their industry. So they asked, why can’t we be like them?

The answer is, they could. They just had to change their approach. That’s where we come in. Our consultants guided the company through the process of completely revamping their sales and marketing processes to achieve their desired goals.

THE APPROACH: Select the right candidates. Bold, fact based, in-depth business case analyses were conducted to determine what target markets were ripe picking.

Then we set out to know those customers as well as what specific services will fill needs that are currently not being filled, either internally or through other providers. We developed a unique plan to drive business through strategic partners as well as through their own direct sales force. Of course, we also trained & coached the personnel how to execute the plan most effectively.

THE RESULT: Sales get “fired” up! With a whole new discipline to align its strengths, the organization now had a defined roadmap for explosive growth. The focus was on leveraging their scalable resources and matching that with strategic partners to maximize growth while limiting any capital investment.

THE BOTTOM LINE: By month seven, sales doubled. By month 11, they doubled again. By month 23, they doubled a third time. That’s doubling in size 3X in just under 2 years!