

Developing an Execution Plan with a Unique Market Proposition

Effectively Driving Direct Sales via an Inside Sales Model

Revenue
↑ \$60B

Challenge

This healthcare services organization wanted to **pilot a direct selling model** within the opportunity created by Healthcare Reform. Targeting a **\$50M book of business in three years**, executive leadership also aimed to reach **20,000 members over the next 12 months**.

Opportunity

SBI assessed the client's goal of driving direct digital sales through an Inside Sales Model and identified three areas of opportunity:

1. Assess the **unique value Inside Sales can bring** in growing high value customers
2. **Benchmark the client against best practices and identify gaps** including other industries and business models
3. Build a **detailed and customized execution plan**

SBI Response

SBI carried out an Inside Sale Go-to-Market assessment and identified a unique market position previously unaddressed directly by existing carriers. An execution plan was designed and developed to allow the client to effectively pursue the market, consisting of:

1. **Buyer Segmentation** to understand the drivers of decision-making in this market
2. **Marketing Content** to specifically address market needs
3. **Lead Generation Campaigns** to generate activity for the Inside Sales team
4. **An Inside Sales Staffing Model** capable of being scaled according to client's validation
5. **Cross-Sell/Up-Sell Improvement** via Sales Enablement

Key Results



\$200M
Projected
2020 Revenue



9%
Improved Lead
Conversion Rate



9/10
in Net
Promoter Score