

CHALLENGE

Title Company E contacted RightNow with a two-fold challenge. With a focus on increasing their overall market share, the organization also desired a reduction in the cost of sales. They wanted to explore other options to increase revenue from other levels of the organization, not simply through the sales function.

RIGHTNOW APPROACH

RightNow worked directly with the escrow officers/transaction managers to develop specific sales strategies independent of the sales team. With a six-month engagement, the transaction managers worked closely with RightNow's team to develop and implement strategic sales plans to accomplish this goal.

RightNow conducted ongoing training sessions to develop new sales skills for non-sales professionals. The **service leadership program** was designed to help employees who have ongoing customer contact to develop service-oriented skills to deepen internal/external client relationships.

The program included a focus on building referral business, exploring opportunities on the other side of the transaction and other key business-building strategies. Transaction managers became leaders themselves in keeping the entire branch team focused on this service goal and driving results within the branch itself.

MEASURABLE RESULTS

The transaction management team has already gained **\$138,000 in new order revenue** as a direct result of the RightNow partnership. Not even five months into the engagement, service levels are at an all-time high, as the organization continues the development of building 'clients for life.'

To schedule a personal consultation on how you too may achieve the above results, please contact Kirsten Wanket at kwanket@rightnowconsulting.com or the phone number listed below.

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RESULTS

Implement the practices that increase sales, capture market share, and ensure continuous growth