

CHALLENGE

When faced with a sales manager vacancy, Title Company Z contacted RightNow directly in hopes for a short-term solution.

Their corporate office retained RightNow in regionwide sales and branch development, so the call was of a natural progression of the partnership. Quality of business was of a paramount concern in this high average fee per file market.

RIGHTNOW APPROACH

Using the **SalesSource™** approach, RightNow assumed the responsibility of managing the sales function, including recruiting, hiring and ongoing management of the sales team of 9 to fill the temporary void in management. Cooperatively, we analyzed the market opportunity in detail and with management's input and approval, developed a strategic sales plan for the division. The plan includes segmented targeting of customers, forecasting anticipated results, and the creation of competitive product/services advantages for this specific market.

RightNow used a combination of monthly sales team trainings, supplemented by intense, one-on-one coaching and field training of each sales team member. The sales reps were able to not only observe the techniques taught during the trainings, but further have RightNow reinforce and practice the techniques in the field. Incremental success was effectively tracked and measured with Firepower™, a system that measures performance against specific, individualized goals. Throughout the engagement, the outsourced sales management offers ongoing situational **expertise** to the county's executive-level management team.

SalesSource has also allowed sales to become more focused on meeting the needs of the market's top producers. The clients used RightNow's **market segmenting approach** at a significantly lower cost than building it out on their own. In this high average fee-per-file market, the quality of the business was of paramount concern for the client's future success.

MEASURABLE RESULTS

Although the client's need was immediate and thought to be temporary, RightNow continues as acting sales management **five years later**.

The team has gained **1,624 new orders**, and over **40% of the county's top agent business** is now secured with Title Company Z. With growing momentum, the engagement is a perfect example of partnership success at all levels of the organization.

For more information, please contact:

RightNow Consulting

p 925.977.3400

www.rightnowconsulting.com



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RESULTS

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