

# Enhancing Revenue Growth of a Risk-Mitigation Services Company

## Breaking Through the Sales Plateau

### ⊕ Challenge

Enhance the acute care clinical marketplace and develop a strategy for generating new income for a risk-mitigation services company stuck on a revenue plateau.

### ⊕ Action

The SalesForce4Hire®, LLC team assessed the client's strategic position as it related to clinical environments and made several key discoveries. The client's services were repositioned with new pricing and bolstered by a new database of approximately 300 risk managers in targeted areas.

### ⊕ Results

The client was able to realize the true value of its service, and in doing so, shortened its sales cycle and grew its profits without increasing business costs. The exclusive Sales Prototyping® and Sales Accelerator™ systems employed by SalesForce4Hire®, LLC positioned the client for sustainable growth.

### Revitalizing a Strategy

The SalesForce4Hire®, LLC team was engaged by the principle of a risk-mitigation services company that was focusing on acute care clinical markets in order to explore ways to enhance sales. Recently published studies had explored and documented why people sue hospitals and clinicians for malpractice, and our client's service offering directly addressed these causal issues in an innovative and tangible way. The company was solvent but seemed to be stuck on a revenue plateau. We were asked to review the business and determine ways to spark revenue growth.

### Assessing Value

We began the project by engaging the client in a detailed self-assessment of its strategic position. We determined that the service offering was unique to the market segment and well aligned with the forecasts of emerging thought leaders.

Next, we investigated various aspects of clinical environments with a high degree of exposure to malpractice litigation. By determining the cost of exposure within various acute, alternative and long-term care settings, we were able to reposition the service and increase pricing several fold. By previously underpricing the service, our client had been understating the value it could deliver to the customer.

### Developing New Interests

The evaluation also revealed that our client could refine sales activities by addressing additional buying influences within the clinical setting. Our team redirected their sales focus onto the professional risk management segment within the clinical community. By identifying key professional associations and meetings, we created a prospect database of approximately 300 risk managers in targeted geographies. Finally, we created a sales kit to address the critical-to-quality concerns of the risk management community. Additionally, a senior partner organized and attended a field sales trip with the client.

“By determining the cost of exposure within various acute, alternative and long-term care settings, we were able to reposition the service and increase pricing several fold. By previously underpricing the service, our client had been understating the value it could deliver to the customer.”

## Validation for the Future

Our client found that its sales cycle shortened and its profit margins grew without a corresponding increase in the cost of doing business. By focusing our client on embracing the value of the service and focusing on prospects with the budget and means to procure the service as well as the authority to execute a deal, we were able to position the business for sustainable growth.

### Contact Us:

Phone: 800.717.7344

Website: [salesforce4hire.com](http://salesforce4hire.com)

Email: [info@salesforce4hire.com](mailto:info@salesforce4hire.com)

