



# Massini Group

## 7-Point SMB Telesales Diagnostic Service

### Massini Group

For over 16 years, Massini Group has dramatically improved sales and decreased costs for Fortune 500 enterprises targeting the small and medium business market segment (SMB).

Massini Group employs advanced techniques in **database marketing, predictive analytics and structured process engineering** to substantially improve the performance of telesales operations targeting SMB. We have run or optimized over 3000 campaigns at 50+ companies. Further, we have meticulously codified and quantified all of these results and used them as the inputs to build mathematical performance models. Over 16 years of analysis of this robust data set has allowed us to identify 20+ primary impediments to optimal telesales performance.

### Our Services

Our services span comprehensive market sizing and universe development to telesales performance optimization. Explicit causality, statistics, deep analytics and predictability are the hallmarks of our work. Massini Group is not a data broker or call center and employs no telephone agents. This independence ensures unbiased and objective recommendations guided solely by the customer's business objectives.

**Massini Group has developed a 7-Point Telesales Diagnostic Solution** that can provide you with visibility and assurance that your telesales investment is yielding the highest return possible on investment. Running telesales campaigns targeting small and medium business segments can very expensive and fraught with waste: Massini Group finds and removes the waste. Our 7-Point diagnostic focuses on and highlights the performance and operational metrics that cause telesales performance to rise and/or fall. We identify and eliminate the waste while simultaneously driving sales results up.

**Diagnostics Output:** The outcome of this effort will be a comprehensive set of performance benchmark reporting and analysis of your telesales operations, whether you employ in-house or outsourced resources. You will know exactly how your telesales operation is performing against telesales best

practices benchmarking along with projections of telesales performance improvement expectations and positive economic impact to your business.

There are many factors that cause telesales performance to be less than optimal and Massini Group has identified these impediments and through this diagnostic service, will measure your operation's performance and pinpoint specific areas that can be improved upon to drive performance up and to the right. Massini Group will examine data sets from your telesales operation and execute a battery of statistical analyses to pinpoint specific areas that can be designated for improvement.

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### 7-Point SMB Telesales Diagnostics

**1. Target Coverage:** Assure that you are not leaving deals behind by failing to address all opportunities. Left to their own devices, commissioned sales people will focus a huge proportion of their efforts on a small part of the market – a strategy that is statistically less productive than a comprehensive coverage model.

**2. Throughput:** Telesales is a numbers game. Unfortunately, most sales forces spend too much time thinking about who to call and too little time actually calling. Causing your existing sales force to operate at a best practices level of speed can produce significant gains in overall sales performance.

**3. Resource Allocation:** There are a couple of fundamental questions that heavily impact the success of a telesales team – “Who do I call next?” and “How many times should I call?”. In-depth analysis of the incremental rate of return on time and energy invested will shorten sales cycles, reduce cost of sales and increase sales performance.

**4. Yield Benchmarking:** How well is your team performing? It is a tough question to answer without the perspective of working in a few thousand campaigns. Massini Group will compare the yield against targets that your team achieves against the efforts of world class performers globally.

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**5. Agent Performance:** Telesales gets the job done with people – often lots of them. As a result, your sales results are dependent on the daily performance of those people. Let us tell you which of your agents are operating at a best practices level of efficiency and effectiveness and if some are not, what can be done to get them on the path to success.

**6. Cascading Performance Metrics:** Based on our 16 years of intense research into the performance of 3000 campaigns at 50 companies, Massini Group has developed a proprietary set of 13 measurements that shed light on the tactical causes of subpar performance. Let us prioritize the areas in which structural improvements will yield big gains in your sales performance.

**7. Team Sizing:** Too many agents over-saturate the market and result in poor brand experiences and diminished yield. Too few agents fail to uncover all of the available opportunities. Further, outsourced agents come at a significant cost. Massini Group can calculate the optimal number of agents needed to address a specific market.

All of the above combine to allow Massini Group to get the most out of the investment your company has made addressing small and medium businesses. Let us push the performance of your team up a few notches.

#### Example case studies at [www.massini-group.com](http://www.massini-group.com) :

##### **Sales increased 79% and cost per sale decreased 42%.**

Fortune 100 financial services company substantially improved the efficiency of their outsourced telesales program with Massini Group structured calling methods and management via leading indicator metrics.

##### **Lead conversion improved 457% with statistical propensity analyses.**

Fortune 500 technology company dramatically raised lead conversion rates by using Massini Group spend projection and propensity to respond analytics in conjunction with a telemarketing pilot.

##### **Lead yield increased 3.5X, cost per lead decreased by 71%.**

European unit of a Fortune 100 financial services company consolidated multi-country telemarketing efforts onto Massini Group's web-based call management system and achieved superior results by instituting resource allocation best practices.

##### **Revenue grew to 130% of expectations.**

Fortune 50 computer manufacturer dramatically increased revenue and ROI from marketing operations when Massini Group built a marketing reference database that increased market visibility and coverage and leveraged previous interactions in campaign selects.

##### **Sales and lines sold increased by 46.8% via telesales.**

Fortune 50 telecommunications services provider substantially improved telesales performance after Massini Group disassembled their sales process into fundamental components, diagnosed the issues and restructured the program optimally.

Contact Massini Group at [diagnostic@massini-group.com](mailto:diagnostic@massini-group.com) today to learn how we can improve the sales efficiency of your specific SMB efforts, dramatically raise revenue and reduce cost.

