

CASE STUDY:

Reducing the sales cycle and increasing revenues through an outsourced appointment setting campaign



Business Drivers:

NOLO is the nation's leading provider of do-it-yourself legal solutions for consumers and small businesses.

NOLO currently has a team of sales associates that call upon law firms and attorneys to present them with the opportunity to be listed in NOLO's premier Lawyer Directory. These associates must first identify and secure a conversation with the decision maker to engage them in an online presentation of NOLO's Lawyer Directory.

Solution:

performanceAgents™ screened, selected, trained and coached a new team of highly qualified telephone prospectors based in a near-shore location. Specifically, they were supported by:

- A detailed, "ideal call" flow, with talking points. This call flow was a one-page summary of the ideal sales call for the NOLO program, and served not only as a training guide but also as a job aid for the agents and management on an ongoing basis
- A full script document with specific verbiage for each step of the call. The script was not meant for prospectors to read, but rather to demonstrate the best practice language of an effective sales call. It included specific ways to deliver all messaging in the call.
- A Benefits job aid, highlighting the critical benefits that needed to be communicated to the customers about the products being sold.
- A Rebuttal job aid, with all the key objections received on the program, matched against the best possible rebuttals for the prospectors to use on the calls.
- A redesigned QA form, fully integrated into the sales effectiveness process and modeled after the call flow document to provide actionable feedback to the prospectors.

Once these deliverables were produced, a 60-day pilot was started. *performanceAgents*™ provided an on-site training session to train all the team members on the calls, methodology, call flow, benefits, etc. and certify that each team member was qualified to call on behalf of NOLO for this program. This team was managed, closely monitored and coached by the performance specialists at *performanceAgents*™.

The agents started calling on law firms and lawyers in the second week of the program, initially to set appointments for the internal NOLO sales associates who then had a second call and described in more detail the costs and benefits of the service and ultimately closed the sale.

Outcomes:

- 1** As a result of the detail qualification of these leads, sales close ratios increased by an average of 13% (from 35% to 48% closed).
- 2** The program also created a reduction in sales costs of \$450 per sale.
 - a) The time spent on the phone for NOLO sales associates averaged over 6 hours per lead before the program.
 - b) Once the sales associates started using the appointments set by *performanceAgents*™, their time spent on the phone was reduced to under 3 hours per lead.

