



INTRODUCTION

RehabCare provides healthcare services to nursing and assisted-living facilities throughout the United States. The company integrates physical, occupational, and speech rehabilitation therapy practices into facilities based on patient needs. Currently, RehabCare operates in 46 states and is looking to expand its operations.

REHABCARE'S CHALLENGE

With thousands of care facilities in the nation, RehabCare has a large pool of potential clients. Jeff Pickering, Vice President of Business Development and Sales, understands this is an optimal yet challenging situation for his 10-member sales team.

“For our company to continue moving forward and increasing revenues, there must be a significant number of sales calls being made on a constant basis. Our sales team members not only must make the cold calls to set up the appointments, but also must conduct the meetings.”

Pickering realized that seeking the help of an outside sales firm could enhance the efficiency of his sales team. But he was hesitant about the lengthy contract or sizeable upfront fee many teleservices firms require. Upon the recommendation of a business associate, Pickering contacted Initial Call and found the firm's terms to be uniquely accommodating.

“My chief concern was getting trapped into a contract that was a waste of my and my team's time. Initial Call's no-hassle, quit-anytime policy assured me that they had incentive to strive for success and conveyed that their team is confident in their ability to produce results. Not being locked in was the key factor in our decision to choose Initial Call.” And while Pickering is impressed with Initial Call's ability to secure sales meetings, he still considers the flat weekly rate to be the firm's most attractive aspect.

REHABCARE CLIENT STORY



SALES APPLICATIONS

Pickering enlisted Initial Call's assistance in setting appointments with prospective clients in four out of ten sales regions during the second quarter of 2011. "We work with our clients to customize our approach," explained Amy Keuper, Vice President of Sales and Operations for Initial Call. "RehabCare already had a target list and clear goals, so our launch focus was on developing the playbook."

IN THE FIRST ELEVEN WEEKS OF THE PROJECT, INITIAL CALL SET 34 SALES MEETINGS ACROSS SIX STATES FOR REHABCARE.

OUTCOMES

In the first eleven weeks of the project, Initial Call set 34 sales meetings across six states for RehabCare. Pickering reported that approximately one-half of those have grown into sales opportunities.

"The purpose of engaging with Initial Call was to test how much using an outside sales firm would increase the number of client meetings for our sales reps in the field. As far as I'm concerned, Initial Call's sole responsibility is getting the meeting set. It's up to our representatives to close the deal," noted Pickering. "With an average new client worth roughly \$350,000, one new client makes this project with Initial Call a wise business investment."

CONCLUSION

"Our sales growth plan is not a reaction to a broad lack of prospective clients, but rather is aimed toward making strategic calls to the right people at facilities nationwide," clarified Pickering. "Initial Call proved that their entire process, from beginning to end, is well thought out and set up for success. I have been happily surprised with the experience. When we first talked, Amy shared sample ratios of calling hours to sales meetings for other Initial Call clients. Our results have exceeded their typical ratio."

Pickering continued, "Ours is a volume business; you have to make a large number of calls per week to succeed. The results experienced in this project have proven Initial Call knows how to sell and set qualified meetings. We will continue to utilize Initial Call's services and eventually expand the operation to the territories of the remaining six representatives on our sales team."

"THE RESULTS EXPERIENCED IN THIS PROJECT HAVE PROVEN INITIAL CALL KNOWS HOW TO SELL AND SET QUALIFIED MEETINGS. WE WILL CONTINUE TO UTILIZE INITIAL CALL'S SERVICES."