



Vantaggio HR is a human resource-consulting firm that works with companies of all sizes across all industries. We manage the HR function on a fully outsourced or a project basis by offering on-site HR services, payroll administration and systems consulting, resolution of workplace complaints, multi-state employee handbooks, and compliance and operational audits. Our clients experience a lower risk for lawsuits and regulatory non-compliance, more productive relationships with their employees, and less stress over managing their staff.

When Vantaggio HR started to work with KeyRoad Enterprises, it had difficulty clearly communicating what the company was about. Its clients and prospects did not fully grasp all of the services it could provide or did not understand the depth and breath of challenges it could help mitigate.

Working with KeyRoad Enterprises and its founder, Philippe Lavie, Vantaggio HR clarified its position statement. It developed a rather comprehensive selling toolkit to more effectively present and sell its story to its client base as well as arm its business developers (rainmakers) to be more effective.

This work has resulted in a number of significant changes in the way business is conducted. For example, using a position statement that more succinctly defines their top money-making services, Vantaggio was immediately able to take a prospective client's interest in a \$3,000 audit and turn that into a \$50,000 per year contract to handle all of the client's HR needs on an outsourced basis.

Additionally, Vantaggio is spending significantly less time writing, long complex proposals for clients who are not seriously interested in the services in question. Following KeyRoad's guidance, Vantaggio's clients no longer see pricing information for the first time in a written contract. Price is always discussed beforehand so that there are no surprises once the contract is received.

Another outcome of the work with KeyRoad Enterprises has been that for the first time in almost 20 years, Vantaggio has a clear picture of their "ideal" client. By analyzing past metrics and reworking their accounting and reporting systems, Vantaggio has been able to identify the company profile, referral source, and project type that are their primary revenue generators. This will permit a transition of the business relying solely on incoming leads to a growth environment where they can go out a prospect the right clients.

Lauraine Bifulco, Vantaggio HR founder and president has this to say about the work her company did with KeyRoad: "I simply can't speak more highly of Keyroad and Philippe Lavie. After attending a group training with him and seeing immediate results after implementing some of his advice and suggestions, I decided to engage his firm to work one-on-one with Vantaggio. Our company had reached a plateau in our growth, and we had been trying to figure out, without success, how to move to that next level. Within the first hour of work with our executive team and with having been given very little background information, Mr. Lavie was amazingly able to pinpoint one of our key challenges. We needed to decide if we wanted to be a "lifestyle" company vs. a "growth" company. As long as we remained inarticulate about what we wanted to become, we were destined to remain stuck. After a grueling day of question, discovery, analysis, and brainstorming, and then some coached reflection time, we were able to make that decision and begin driving towards the growth that had been eluding us. I am very excited and looking forward to the ride and feel confident that KeyRoad will continue to be a compass for us during that process."

For more information on Vantaggio HR, please visit their web site at: <http://www.vantaggioHR.com>. For more information about KeyRoad Enterprises, please visit their web site at: www.keyroad.com.