

Established in 2001, AtStaff, Inc. enables healthcare organizations to reduce costs, increase profitability, enhance staff recruitment and retention, and improve patient safety. We combine Web-based staff scheduling and staffing automation business process improvement services to deliver proactive staff management, and establish and support best-practice methodology. Our [enterprise-wide staff scheduling](#), [nurse scheduling](#) and [physician scheduling](#) software systems serve more than 1,200 healthcare organizations, medical facilities, nursing departments and group practices.

"When KeyRoad Enterprises™-CustomerCentric Selling® approached us, we wanted to increase the number of our sales executives who met and exceeded quota, to shorten our sales cycle by two months, and to reach prospects earlier in their requirements definition phase", says Laura Caffrey, CFO.

Beth Pickard, CEO, added: "We were looking for a way to:

- o Implement a performance development program that maps and documents how to diagnose a prospect needs and goals with a bias towards our company's strengths, giving them a better understanding of exactly how our prospects would use your products and services
- o Develop (marketing) a set of messages, templates, and prompters, enabling our sales rep to have intelligent conversations with customers about the use of our products and services
- o Acquire competitive positioning skills to set traps for our competitors, differentiate ourselves by the way we sell and not just what we sell, and creating emotional and heightened feelings of concerns with our prospects to increase their motivation in buying a SOLUTION from us.
- o Develop tools and behaviors to take advantage of the emotional connections that are established between our sales people and their prospects to create a vision of what our services and products can do for them and enroll their assistance in driving the buying process for us.
- o Implement a customized set of pipeline milestones that have deliverables associated to each critical step, which will allow us to independently assess the viability of any opportunity in the pipeline, assign prospecting activities, assess skills level of sales people, and provide opportunity coaching.

Working with Philippe Lavie, President of KeyRoad Enterprises™ and CustomerCentric Selling®, AtStaff implemented a three and half day performance workshop for its direct sales force customized to its industry, markets, and product offerings. AtStaff also implemented a "CustomerCentric Cold Calling - Using the Telephone for Success" workshop helping its inside sales team be more effective in its inbound and outbound calling activities.

To-date these programs resulted in:

- Better qualifications of prospects early in the sales cycle allowing resources and sales people time to be spent on higher close rate probability accounts
- More control of the buying process with clearly defined events
- Improved forecasting with newly implemented opportunity grading system
- Significant increase in prospecting call volume resulting in 25% increase in new active funnel accounts

When asked to comment on the performance and level of satisfaction towards the services rendered, Beth says: "The CustomerCentric program has exceeded our expectations." Laura Caffrey, CFO, added: "After only a few months, implementation of the CustomerCentric program has generated gains in sales productivity and predictability. I expect that the overall ROI for this program will be substantial."

For more information about AtStaff, please visit: www.atstaff.com. For more information about KeyRoad Enterprises™, please visit: www.keyroad.com.

AtStaff Sales Executives Comments – Post Deployment

Cathy

- I have increased my call volume by 25% setting aside specific times each day to place those no matter what.
- I have a better handle on forecasting with our pipeline grading system and what the next logical steps are to move forward. This should increase my closure rate...time will tell by the end of the 2nd quarter.
- My prospects that I have jointly gone back and created a SOE and cost benefit analysis is being well received and has helped them think through things as well. I have done this with St. Alexis and doing it currently with a call tomorrow with Bryan LGH.

Keith

- Effectively grading current opportunities (Cleansing)
- Tactical Account Plans to convert each opportunity to "E" Status.
- Territory Review Process – Each AE has completed "Grading the Opportunity", pg. 277, for their top 5 accounts. (Weekly calls with team are defined & measurable)
- A structured approach to the "Buying Process". (Biggest Win!!!!)

I am grateful for the tools learned during the CCS training. It has given my team the ability to think "outside the box", but most importantly, the realization that each one of them needs to effectively manage the buying process to be successful.

Tracy

Overall I think the CCS training has helped all of us re-invent our entire sales process. For me specifically, it has helped me merge my "intuitive" strength with a greater science in my sales process.

Prior to the CCS training, I had a tendency to work my target prospects very diligently, but during that time, I neglected cold calling. This CCS process puts true structure around our day so that NO MATTER WHAT, we are making our calls.

I am much more strategic with my time now and realize that there is only so much time in the day, and I am only going to expend energy on truly qualified prospects. Everything I have written to you so far is fundamental sales techniques, but the CCS process gives us the tools to execute the sales basics that will make us successful.

Lori

I would like to say that talking to the VP's who have access to the money seem to have more of an urgency-St. Dominic example. They seem to understand the fact you cannot present anything before you know their goals.

Amy

The implementation of CCS has been the most valuable tool and strategy that I have learned in my sales career. It has wrapped a process and structure around what you intuitively know as a sales person you should be doing, but clearly defines the path to execute our management of the prospect's buying cycle.

Additionally, it has helped me focus on ALL aspects of the sales process by incorporating time into my day for:

- dedicated time to prospect
- clearly defined next steps
- feeling more in control of the process