

ATS

Technology Case Study

- Capital: \$90 Million.
- Consultancy: Many Solutions.
- Cost: \$5 Million Reduction.

30+ Years of Advancing Projects, Boosting Profits, and Cutting Costs.

ATS Clients



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Who We Are

- 30+ years serving in the U.S., Canada, the U.K., and Western Europe.
- Phenomenal client list, stories, and case study outcomes.
- Providing capital, consultancy, and cost reduction.
- 1000+ global affiliates, partners, and experts.
- \$10's of Billions results for organizations.
- 28%+ overall average cost savings.

ATS Organization Details

Organization Name: HT

Industry: Technology, Computer, and IT Training Organization

Organization Size: \$100 Million Annual Gross Revenues

Client Billable Type: Fixed Contract, Sourcing, T&M, Bonus Percentage

ATS Client Needs



Client Challenges / Need: Develop Team and Create Growth Tools.



Solutions Provided: Increased Revenue through Sales; Centralized and Outsourced Sales Procedures; and Created and Implemented Consistent Brand Messaging, Marketing, and Sales.



Other Outcomes: Created and Implemented National Seminar Systems, Training, Business Development Processes and Team; Capital Increase.

Client Outcomes: Business Development Methodologies

- Solution selling.
- How to approach clients.
- Listening for challenges and pains.
- Identifying client need.
- Upselling without providing more than what the client needs.
- How to gain prospects.
- Utilizing referrals.
- Turnkey email, postcard, mail, and marketing letters.
- Building sales teams.

Client Outcomes: Team Building Techniques

- What motivates people.
- Identifying who makes a skilled sales and marketing person.
- How to communicate, team accountability, and goal setting with results.
- Follow up with prospects and clients with the purpose of new clients, client retention, and increased sales.

Client Outcomes: Compensation Restructure

- The company had a direct selling plan that did not provide enough up front and long-term income for the sales representatives to continue with the company.
- ATS and Handtech discussed many different commission models and reached consensus on one of these – We implemented the commission plan. This consisted of the individual joining could choose to build a sales team that they managed, thus earning a percentage from their team for each and every transaction, the enrollment cost was increased so that the individual enrolling their new sales representative into their sales team could earn \$200 instantly, the company started offering educational online classes where individuals could become certified in many different areas (the online subscription involved a monthly fee with incredible value, content, and applicable life skills education – this provided a residual income component to the sales representative or sales manager).

Client Outcomes: Seminar System and Team Back Office System

- A seminar system that trained the Handtech salespeople, clients, and those interested in their model:
 - ATS created all content for this.
 - The system was online in their back office for other sales representatives use.
 - This seminar system covered everything about building teams, sales, marketing, client needs, technology outlines, goal setting, compensation, letters specific to Handtech, and many more areas that pertained to empowering the sales representative / manager to build a successful business).
- A back office with success, marketing, business development, follow up, and team building was created and implemented for each person's greater outcomes.

Overall Client Outcomes

- Handtech tripled their revenue after implementing all the ATS recommendations in less than two years.
- We conducted focus groups within Handtech, in different locations around the U.S. As a result, there was a very large productive team that developed quickly into hundreds of salespeople. We took the processes of the highly productive team and rolled this out to the entire U.S. The revenue increased with new clients and upselling to existing clients. The new training modules helped those in the field to connect better with clients. Each team shared different ideas and promoted revenue generation techniques resulting in a greater team environment and productive setting. The salespeople were speaking the same language of the Handtech brand messaging.
- Capital for growth, increase, and M&A.

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