

**CASE STUDY:**

# Mid-West Family Madison Increases Close Rates with Navaquest Sales Training

Mid-West Family Madison is a marketing agency that works with businesses across South Central Wisconsin, helping them reach new customers through their marketing efforts. Mid-West Family Madison's new sales manager needed a way to train their sales team, including ensuring that they had the right tools at their disposal.



## THE CHALLENGE:

Mid-West Family Madison was experiencing lower than desired closing ratios. While the sales team knew what digital marketing tactics they were selling, they did not have an understanding of those solutions, how they worked, and their potential benefit to clients.

Furthermore, the employees, who needed to work as both salespeople and marketing experts, had little understanding of how to interpret digital marketing data. As a result, the sales team needed more comprehensive information about how to market their products.

## BUSINESS OBJECTIVES/GOALS:

Mid-West Family Madison identified several key goals:

- ➔ Increase closing ratio on new business
- ➔ Improve the sales discovery process with prospective clients
- ➔ Develop stronger relationships with clients
- ➔ Establish an understanding of digital marketing best practices and tactics for the sales team
- ➔ Increase new business revenue

These goals brought them to [Navaquest Sales Training](#).

## ACCOMPLISHING GOALS THROUGH KEY SOLUTIONS

-  training and coaching
-  client needs analysis
-  service education



## SOLUTIONS:

To help them accomplish their goals, Mid-West Family Madison introduced several key solutions:

First, they started training and coaching for the entire sales team on the new business model.

After that, they implemented a Client Needs Analysis as part of the sales strategy, which allowed members of the sales team to take a closer look at what their clients really needed and what they could offer that met those needs.

Mid-West Family Madison also made sure that members of the sales team received more education about the company's [digital marketing services](#), including a comprehensive overview of what those services are and how implementing them can benefit customers.

## RESULTS:

Thanks to their new efforts, Mid-West Family Madison was able to see substantial results. Those included:

# 232

new Client Needs Analyses completed in 1 year after implementing the program.

# \$11M

proposed in new business opportunities.



Improved digital marketing results for clients, including a better overall understanding of what they are purchasing.



The full sales team completed digital marketing certifications, making them better prepared to address the concerns of their clients.



The closing ratio increased from 23% to 38%, meaning substantially higher rates of new customer satisfaction with the options they were offered.



### NEXT LEVEL SALES AND CLIENT SATISFACTION

Thanks to these efforts, Mid-West Family Madison has been able to take their sales team to the next level, which means not only better sales for the company, but also better overall client satisfaction, since the sales team has a stronger understanding of their needs.

“If you are looking to develop your team into marketing experts who are a valuable resource for local businesses, then your investment in Navaquest is the first step you need to take to start building an elite digital marketing sales team.”

-MID-WEST FAMILY MADISON