



Agility Recovery Solutions

Achieved almost
500% increase in
monthly recurring
revenue.



Customer Background

Agility Recovery Solutions is a premier provider of disaster recovery and business continuity solutions. For organizations large and small, Agility is the difference between giving in to a crisis and surviving one.

For more than 20 years, the company has been in the business of saving businesses and public entities. Their approach is simple. Agility brings together innovative products, affordable services and, most importantly, great people – experts with the know-how and passion to help plan and recover from minor to major interruptions, fast. Agility serves members across the United States and Canada with a remarkable 100% success rate, having performed thousands of recoveries and recovery exercises for both private and public operations. Agility delivers any or all of the four key elements of recovery: power generation, office space, technology and satellite phone and Internet connectivity.

Headquartered in Charlotte, NC, with distribution centers in Atlanta, GA, Phoenix, AZ and Toronto, Agility maintains \$35 million of technology assets with direct access to over \$100 million of additional equipment across North America through priority relationships with some of the world's most respected organizations.

The Challenge

Their team of 15 Inside Sales Executives, responsible for finding and closing deals, had difficulty meeting growth targets due to turnover and lack of a disciplined process for their outreach.

In 2009, Agility had aggressive growth plans that were not being met. Their team of 15 Inside Sales Executives (ISEs), responsible for finding and closing deals, had difficulty meeting growth targets due to turnover and lack of a disciplined process for their outreach.

Managing productivity of the Inside Sales Team and getting new hires productive in a reasonable and predictable period of time were a continual challenge.

The FRONTLINE Selling Solution

Agility engaged FRONTLINE Selling to share their knowledge and best practices with the sales managers and ISEs. The continuous learning platform initiated Q1 2010 included the creating, testing and validation of custom messaging and an all-inclusive Quick Start program to get the entire team up and running. In addition, FRONTLINE Selling continues to provide online access to the Staccato On-demand platform including:

- easy-to-use Management System to track and guide the ISE activity
- 24/7 access to the Reference Library
- ongoing reinforcement webcasts
- ongoing Quick Start process for all new hires
- FRONTLINE Selling team of professionals for ongoing custom support
- dedicated account manager
- monthly continuing education sessions
- member forums
- customized one-on-one support
- joint executive reviews



Business Benefits

“ **FRONTLINE Selling gives a great methodology to promote consistency and efficiency on this very important part of the sales process. More meetings = More sales.** ”

*Alejandra Mesta
Director of Productivity
Improvement Agility Recovery
Solutions*

Agility has seen staggering increases in productivity, resulting in a dramatic increase in recurring monthly revenue – nearly 500%. The existing Inside Sales Executives have doubled their effectiveness in securing those first meaningful business interactions.

From a growth perspective, Agility now has a comprehensive and integrated process to recruit, hire and train new hires while making a higher percentage of ISEs productive in days instead of months. The company was able to scale to 45 ISEs in just 9 months. And, although it took Agility 10 years to reach 6,000 customers, the next 1,000 were secured within one quarter of their implementation of the FRONTLINE Selling best practices and processes.

Results Overview

- Recurring monthly revenue increased by almost 500%
- Inside Sales Team doubled their effectiveness
- Inside Sales Team scaled from 15 to 45 in 9 months
- Agility secured 1,000 new clients within one quarter

Learn More

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