



CASE STUDY

ENHANCING SALES TEAM BEST PRACTICES TO GENERATE RESULTS

A national investment organization with a dedicated sales team and new leadership wanted to “professionalize” their sales process and create a more systematic approach to growing new accounts, assets and revenue. The organization implemented a full business development lead generation strategy, working with Hughes Growth Strategies to establish the client acquisition systems and process. Through a series of in-person workshops held at the firm’s headquarters, monthly team calls and one-on-one coaching, the firm realized dramatic results.

RESULTS

- i.** Created a firmwide “Client Acquisition Philosophy”
- ii.** Implemented a clear “One Page Growth Plan” that established an ideal client profile, specific strategies for uncovering new opportunities and installed a simple but measurable set of leading indicator activities to track
- iii.** Enhanced the existing alliance discovery process to include a more thoughtful understanding of current situation and objectives, decision making process and values quantification benchmarks
- iv.** Implemented the entire HGS Operations Manual over a two year period of time with the entire sales and service teams
- v.** Total assets more than doubled over a three year period of time (including market growth of 30%)
- vi.** Number of new accounts increased by 75% over same period of time

CASE STUDY

ESTABLISHING A “CULTURE OF GROWTH”

The leadership of an established regional wealth management firm sought to continue the firm’s 20 year successful growth period and ensure the sustainability and longevity of the firm by bringing in a “next generation” of advisors and leaders. They desired to create a “Culture of Growth” within the firm and institutionalize the business development process to ensure continuity with new personnel. In addition to defining and establishing practice and method to the business development process, this firm had never considered engaging with Centers of Influence (COIs) as sources of new business in its 20 year history.

RESULTS

- i. Established a clear "Client Acquisition Philosophy"
- ii. Identified two focused business development strategies and implemented a step by step process to activate and track results
- iii. Created and launched a thoughtful strategic alliance discovery process and trained entire staff and key advisors through a customized operations manual, COI discovery templates and role playing
- iv. Established specific lead generation activity goals and experienced a 100% increase in new client referral meetings with COI's

CASE STUDY

ESTABLISH PRACTICES FOR LONG-TERM GROWTH

A national boutique advisory firm wanted to establish a more deliberate and thoughtful strategy for long-term growth. Currently, the firm had no process for uncovering and identifying new client opportunities, or any established practices to engage with new prospects. The principals of the firm wanted to identify ideal client characteristics so they could effectively target strategies to find and engage them. In addition, the firm wanted to leverage a deep network of advisor relationships and capitalize on the yeas of goodwill created by collaborating in serving clients.

RESULTS

- i. Implemented a complete business development lead generation strategy
- ii. Installed protocols for lead generation, CRM tracking and reporting, and pipeline management
- iii. Defined ideal client and identified sources of new business
- iv. Firm experienced 30-40% growth in revenue each of the last two years