HORIZON HEALTH

HEALTHCARE

CLIENT DESCRIPTION

Horizon Health is a diversified healthcare services company located in Dallas, Texas. The Horizon family of companies provides a range of behavioral health services, nurse staffing solutions, employee assistance programs, and rehabilitative services to hospitals, behavioral health facilities, employers, health maintenance organizations, and pharmaceutical companies nationwide.

CUSTOMER REQUIREMENTS

Horizon Health, although a fast-growing organization, required assistance in removing barriers to organic growth. The internal sales structure was not closing new business at the rate management projected.

SALES FOCUS INC. SOLUTIONS

Sales Focus was contracted to analyze the existing sales and marketing organization and develop a sales and marketing strategy to eliminate obstacles to sales success. Sales Focus implemented new selling procedures, allowing the sales professionals to perform more effectively. Through our S.O.L.D. methodology, Sales Focus performed a target market analysis, client acquisition strategy, organizational structure, and development for the entire U.S.-based sales organization.

RESULTS

Through a structured launch program, Sales Focus was able to increase the opportunity pipeline of commercial business from $50M to over $300M in less than six months of real business opportunities. The selling and buying process was simplified to ensure continued success.

CLIENT REVIEW OF SALES FOCUS INC.

"Sales Focus analyzed, helped develop, and implemented selling processes that made an immediate positive impact on our sales objectives. Within 90 days, Sales Focus was able to implement selling procedures that effectively increased our productivity this year! The sales team gained immediate benefits that will guide our organization into the future and will allow Horizon to continue its dominance in the Psychiatric Contract Management arena."

President