

HORIZON HEALTH CORPORATION

INDUSTRY - HEALTHCARE

CLIENT DESCRIPTION

Horizon Health Corporation is a diversified healthcare Services Company located in Dallas. The Horizon family of companies provides a range of behavioral health, nurse staffing, employee assistance programs and rehabilitative services to hospitals, behavioral health facilities, employers, health maintenance organizations, and pharmaceutical companies throughout the country.

CUSTOMER REQUIREMENTS

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

SFI SOLUTIONS

Sales Focus was contracted to analyze the existing sales and marketing organization and develop a sales and marketing strategy that would eliminate obstacles to sales success. Sales Focus implemented new selling procedures that allowed the sales professionals to more effectively perform. Through our SOLD methodology, Sales Focus performed target market analysis, client acquisition strategy, organizational structure and development for the entire US based sales organization.

RESULTS

Through a structured launch program SFI 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.