

MEDPRO INCREASES REVENUE BY 30% IN FIRST 12 MONTHS USING VELOCITY PULSE



INDUSTRY

- Medical and biohazard waste disposal services

PROFILE

- Founded in 2009
- Headquarters in Naperville, Illinois, a western suburb of Chicago
- Offers services to dispose of medical and biohazard waste, pharmaceutical waste, and provides an online compliance training solution

CHALLENGES

- Prioritizing the management of inbound leads and enforcing management best practices
- Difficulty maximizing high-volume of opportunity
- Sales reps only focusing on all large deals
- Many leads neglected
- Needed a solution to automate the optimal sales process so all leads received the right level of attention

SOLUTION

- Velocify Pulse™ with Velocify Dial-IQ™
- Salesforce – Enterprise Edition
- Hubspot – Enterprise Edition

RESULTS

- Increased close rates by 4.3% in first 30 days
- Increased conversion rates from lead to opportunity by 6% in the first 30 days
- Increased revenue by 30% first 12 months using Velocify to increase yield off of current lead volume



BUSINESS CHALLENGE

With increasing regulations in the medical and biotech industries, there is a growing need for medical and biohazard waste disposal services in medical facilities across the country. MedPro Waste Disposal saw an opportunity to capitalize on an underserved market.

Almost immediately, MedPro was generating a healthy volume of leads. But with so much opportunity, sales reps chose to focus only on larger deals, which meant some smaller deals fell through cracks.

“As a business owner, I want every one of those leads touched, regardless of their size,” said Dan Hansen, who came on as President & COO of MedPro in 2013. Dan wanted to figure out how to diversify, and optimize untapped opportunities and ensure every lead was being exhausted.

SOLUTION

Dan Hansen and Ben Brenner, CTO & CMO of MedPro, strategized on what they could do to make sure more of their leads and opportunities were called and worked more efficiently by their sales reps. They knew they needed to hire more sales reps, but they also knew they needed to figure out their ideal sales process.

In November of 2014, Ben learned about Velocify Pulse while at Dreamforce. MedPro immediately liked the ability of the software to drive more consistent follow-up with every lead. However, before implementing a solution like Velocify, MedPro realized it was important to first clearly define their sales management best practices and map them out into a living sales process document.

"We mapped out the ideal sales process for every lead," said Dan. "Our goal was to figure out how we could make sure every single prospect was touched, determining the appropriate call and email sequence and persistence level with each lead type."

The team spent nearly two months coming up with a comprehensive sales workflow process in preparation for the Velocify implementation. It was time well spent, noted Dan. Once the process was mapped, it implemented perfectly and seamlessly into Velocify, Dan added.

LEAN SALES MACHINE DRIVES PREDICTABLE REVENUE

With Velocify, MedPro eliminated lead waste and turned their sales operations into a lean, revenue machine.

Within 30 days of implementing Velocify, MedPro saw a 4.3% increase in close rates, and a 6% increase in conversion rates from lead to opportunity, all with very little change in the volume of leads generated by the organization.

"We saw a 30% increase in revenue in the first year using Velocify," said Dan. "Compared to other technology tools, Velocify is one of the best investments we have ever made."

CHANGING A CULTURE

The sales reps at MedPro were used to focusing only on larger deals, but this absolutely had to change in order for the company to be successful with the new initiative. So the first thing the company did was let everyone know it was a requirement to use Velocify and follow the new sales process.

Those sales reps that did follow the process, quickly learned to trust it. They found that more prospects were picking up the phone and responding to their emails, they were converting more leads into opportunities, and their close rates increased dramatically.

"We tell people that once they learn our service offerings and how to use Velocify, all they have to do is come in every day, log into Velocify PriorityView, and work their list," said Dan. "Just follow the process and you'll kill it!"

Additionally, Velocify allowed MedPro to put some additional controls in place to drive desired behavior from their sales reps. For example, "speed-to-first contact was vitally important to us," said Ben. "So we implemented a feature in Velocify that allows us to automatically redistribute a new untouched lead after five minutes."

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Dan Hansen, President & COO

PERFECTING THE PROCESS

Once the process was implemented and in use, Ben and Dan spent a lot of time observing how their reps were using Velocify.

Prior to implementing Velocify, MedPro sales reps would have maybe 50 different browser tabs open for each of the different opportunities and tasks they were managing. "We found that some reps were still working this way, even after the first 30 days of implementation, so we asked what their concerns were," said Ben.

The sales reps noted that they were worried about prospects in the "contract out" status falling through the cracks. This prompted a quick rule tweak in Velocify. Ben, worked with his sales manager to create a reminder for the sales rep to follow-up after five days if there was no response.

"We are always discovering ways to make our sales process better," said Ben. "Velocify's not only easy to self-administer, if we do need some help with something more complex, the customer support team is knowledgeable and always there to help."

COMPANY OVERVIEW - MEDPRODISPOSAL.COM

Headquartered in Naperville, Illinois, MedPro Waste Disposal, LLC was founded in 2009 as a low cost alternative provider of medical waste disposal services. Since then, MedPro has added a world class online OSHA compliance training program and began offering a first of its kind pharmaceutical waste disposal mail back service. The company has a presence in more than 44 states through a combination of direct route and local hauling partnerships. MedPro is committed to providing a comprehensive solution that not only mitigates risk, but can help healthcare facilities realize significant savings while they focus on what matters most, their patients.



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