



# LEADERSHIP ON-DEMAND SALES STRATEGY - HEALTHCARE

## ○ COMPANY PROFILE

- Healthcare provider
- \$2 billion; 1000+ employees

## ○ POSITION/TIMEFRAME

- Sales Strategist & Change Management
- 12 month project

## ○ SITUATION

- Company had a commanding market share
- Enjoyed significant growth in a single state market
- Faced with massive disruption caused by health care reform
- New competitors, dramatic changes in behavior of major competitors
- Sales platform not adequate to serve rapidly changing needs

## ○ IMPLEMENTATION

- Established transparency
- Established a new agile & proactive organizational structure
- Developed role clarity, standards and accountabilities
- Designed and deployed cross-functional, cross-enterprise sales strike team
- Transformed enterprise into a culture where everyone is responsible for marketing & sales

## ○ RESULTS

- 12% increase in membership in one year
- Largest group addition increase in company history
- Largest member increase year ever
- All departments became agents for marketing and sales



12% membership increase



Largest group & member increase



Increase marketing & sales culture



Couldn't be happier with where things are at. The Cerius Executive is providing clarity to all and everyone is asking to work with him. He is a gem.