



Case Study

WEBMD HEALTH SERVICES



WebMD Health Services

Background

WebMD Health Services is part of WebMD, the leading provider of health information services for consumers, health professionals, employers, health plans, and financial institutions. WebMD Health Services offers private, customized healthcare tools and services to employers, health plans, and hospitals.

Challenge

The business division of WebMD contained a national sales force spread across the nation and was primarily responsible for selling health services to organizations. The average sale for this division was in excess of \$1 million and usually entailed multi-year contracts, resulting in a long and complex sales cycle. In addition, the landscape had shifted dramatically in recent months with the arrival of new competition and the continuation of a sluggish economy.

At the time, the brunt of the responsibility involved in closing large deals fell to a few top salespeople and senior executives, who were often already overloaded with work. WebMD sought a way to empower the entire sales team to close sales and make the entire sales organization run more efficiently.

WebMD Health Services engaged The Olsen Group to help them empower their sales team to gain control of the sales process, qualify and uncover the prospect's critical success factors, shorten the sales cycle and ultimately close more sales.

Olsen Group Solution

The Olsen Group designed a three day intensive workshop for WebMD Health Services, including three components:

Day 1 consisted of team building between the management team, managers across the different departments, executives and the leadership team. It also gave the top salespeople and senior executives the chance to share their specialized knowledge with the entire national sales team.

Day 2 included just the sales team and focused on selling strategies. The Olsen Group helped WebMD implement opportunity strategy sheets - a one sheet tailored to their particular sales efforts to help them diagnose opportunities and develop strategies to beat the competition.

Day 3 revolved around consultative selling skills - how to establish credibility, uncover a prospect's most important issues and their impact, confirming needs and helping prospects understand how they could benefit from WebMD's solutions. In addition, The Olsen Group helped WebMD customize Salesforce.com to incorporate the information collected on the opportunity strategy sheets, enabling the management team to obtain meaningful reporting information.



Results

As a result of the team building workshop as well as the customized sales training from The Olsen Group, the WebMD sales team initiated a monthly web meeting to connect and share strategies. The main focus of each meeting was to review opportunity strategy sheets from the team members and brainstorm together how to help the salesperson close the deal. The power of a collective, highly trained unit working together to problem solve has proved to be extremely effective in moving deals forward and shortening the sales cycle. In addition, the sales team has reported greater satisfaction and confidence in moving their opportunities forward to a close as a result of the support they receive from the monthly meetings.