



FOUNDATIONS RECOVERY NETWORK CASE STUDY

AT A GLANCE

OPPORTUNITIES

- Stagnant Inside Sales Center
- Stalled Key Performance Indicators
- Lack of Improvement

OUTCOMES

- Improved mindset about sales
- Improved closing ratios
- Lives saved



“They uncovered many opportunities for improvement and broken processes. In some cases, we were too close to the problems to see them, and in others we were too egotistical to consider there might be a problem.”

LEE PEPPER

Chief Marketing Officer
Foundations Recovery
Network

CHALLENGES

Foundations Recovery Network had a desire to increase the performance of their inside sales center. While other areas of their business were growing, this department remained stagnant.

SOLUTIONS

Southwestern Consulting completed a 30-day analysis including shadow days and call center audits. A significant finding was that the inside sales reps had a negative association with sales and didn't identify as salespeople.

SWC came back to leadership with a variety of opportunities for growth and solutions to fix broken processes including:

- Developed sales processes & talk tracks
- Trained inside sales team to see sales as helping people.
- Created methodologies the team was comfortable with.

RESULTS

Results One

The industry standard of call-to-client ratio for rehab facilities is 1%. When Foundations Recovery Network started with SWC, their ratio was even lower. Within a matter of months, they reached a 4% closing ratio, having a direct impact on lives saved.

Results Two

Due to the remarkable results with the inside sales center, FRN requested SWC also work with their business development, admissions, and accounts receivable departments. Each additional project they engaged SWC for created a substantial improvement in performance.