



HIGHPOINT INSURANCE GROUP

AT A GLANCE

OPPORTUNITIES

- Stagnant sales culture
- Desire to increase sales performance
- Leadership lacked sales management skills

OUTCOMES

- Restructured organization and developed leadership competencies
- Improved sales revenues
- Hit revenue stretch goal year-over-year multiple years in a row
- Developed new departments within company
- Sales tools to recruit and develop top talent



"The initial word that comes to mind is game changing. It has brought results. We have a saying that value must always exceed price, and the value we've received from Southwestern Consulting has far exceeded what we've invested into our relationship with them."

HEATHER S.

Owner & CEO, High Point Insurance Group

CHALLENGES

Highpoint Insurance Group's initial needs were to ramp up their sales culture, as it had become stagnant and sales performance was subpar. They wanted to identify their weak points and learn how to ramp it back up with some outside perspective. Their leadership had both sales experience and management experience, but needed practical sales management skill.

SOLUTIONS

Through a combination of group training and 1:1 coaching for over 20 individuals in the company, Southwestern Consulting helped create and reinforce the following systems:

- Sales manual
- Sales scripts
- Activity tracking system

Southwestern Consulting provided supplemental trainings on a variety of topics including:

- Referrals
- Sales processes
- C.L.A.S.P. technique

And together, Highpoint Insurance Group and Southwestern Consulting designed the business development unit (BDU) for the company.

RESULTS

Over the past few years, we've worked with Highpoint Insurance Group on restructuring their organization, building new departments, changing milestones for advancement opportunities, navigating terminations, and developing new skills within leaders. We also rebuilt all of their sales processes, talk track manual, scripts, and activity tracking system.

All of these results culminated into consistent year-over-year growth leading to reaching their stretch revenue goal this year.