

	<p>Case Study</p> <p>Providence Health Plan, a regional healthcare insurance organization, engaged Top Line Sales to employ The TOP Line Account Way™ (methodology, tools and training) with the account team to retain their largest customer.</p>
<p><i>“Recently Top Line Sales assisted us in the strategy preparation for our bid response and presentation for our largest customer. Not only did we win the business but received very positive feedback from our customer on the quality of our response. The retention of this customer was worth more than 20X our investment in their services.”</i></p> <p>Brad Garrigues, Chief Sales & Marketing Officer Providence Health Plan</p>	<p>Situation</p> <p>It’s always frightening when your largest customer has to go out to bid for the services you’re providing. Your competitors are fierce, unpredictable and they want your business. You are now the target. This was the situation that our client was facing.</p> <p>Critical Issues</p> <p>The core team and stakeholders needed to be rallied. The entire team had to focus on the development of a strategic account plan to prepare for the RFP, but more importantly, win the business. It was essential to maintain focus, accountability and momentum with the account team over the 11+ month sales process.</p> <p>Solution</p> <p>Top Line Sales provided expertise and led the group through The TOP Line Account Way™ which included:</p> <ul style="list-style-type: none"> • Pre-bid Success Calculator • Pre-strategy SWOT • Development of Win Themes™ • Competitive Analysis and Responses • Presentation Preparation, including key client executives. <p>The opportunity was multifaceted, requiring regular and intense account strategy meetings and close coordination of all account resources over the long sales process. The situation was also enormously competitive and measures and counter measures were continually in play. Team members came in and out but the focus and commitment to win remained constant.</p> <p>Results</p> <p>The win was awarded to our client with a healthy renewal contract.</p>