

T-System

CASE STUDY

We continue to use FRONTLINE because they are the best at what they do.

-Matt Lang, VP Sales, Revenue Cycle

About T-System

T-System is a healthcare IT company that advances care delivery and financial outcomes for episodic care. Specializing in emergency department documentation since 1996, T-System has since expanded its focus to include the development of innovative solutions for the rapidly expanding episode-based care market, including hospital-based emergency departments (EDs), freestanding emergency centers and urgent care centers.

The Differentiator

The Staccato methodology and process is unique and highly effective because of the precise way it directs you to enter and work through an account, navigating the personnel decision trees and reporting structures. It generates internal discussions and noise to rattle people into responding. In fact, we get a lot of our calls from people who say "My boss told me to get in touch to learn more about your company." That's a highly effective referral.

Results Overview

\$18M+ in pipeline generated

\$1.87M closed in the first year

1146% ROI in year 1

"FRONTLINE Delivers Results!"

I have worked with FRONTLINE at three different companies with unique product offerings, and the results have always been excellent. FRONTLINE's methodology has proven to deliver high quality leads to help build our sales pipeline.

FRONTLINE Selling

Point Corporate 6505 Shiloh Road
3rd Floor Alpharetta, GA 30005

frontlineselling.com
1-877-726-7871

Case Study: T-Systems

Collaboration & Communication

Developing the ideal target list is such a critical piece of prospecting and FRONTLINE excels in collaborating on titles, facility, type, size, etc. Their feedback and desire to optimize their efforts make them more like a partner than a vendor. Communication with the entire team is outstanding. Every two weeks we review the metrics and discuss any concerns as it relates to lead source, messaging, etc. and make adjustments if necessary. Our Account Manager is very hands-on, and she keeps the program flowing and all the moving pieces in check.

Training Tools

FRONTLINE provides recaps of all the first conversations they secure for our sales team, which is highly beneficial in evaluating how the sales executives are handling the calls. I can review the transcriptions and suggest different approaches/messaging that might have been more effective.

A Final Word

We continue to use FRONTLINE because they are the best at what they do and this program eliminates the need for recruiting, training or retaining business development staff. They effectively pursue targeted accounts on our behalf and develop a solid pipeline, which enables my team to focus their time on advancing and closing business.

“For new hires, it’s a powerful training tool and no other company I have worked with has provided this service.”

Company: T-Systems

Industry:
Technology Services

Staccato Product:
AutoPilot

