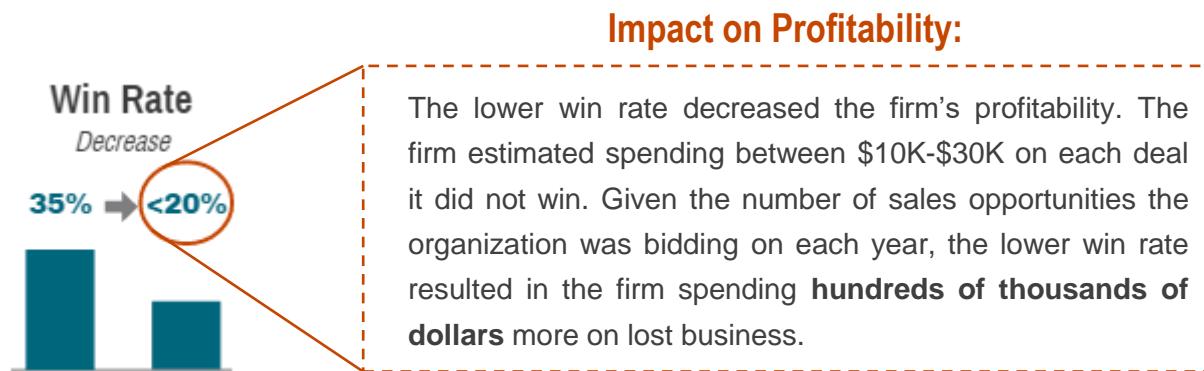


*An Anova Client Success Story*

## **Win / Loss Helped Retirement Services Provider Change Selling Strategy and Boost Win Rate**

# A Challenging Situation

A mid-size retirement services provider needed to improve how it was selling into advisor-led situations. While the provider's win rate was traditionally 35%, it faced challenges to maintain that level. The firm's win rate had been trending downward to approximately 20%.



*The firm recognized it needed to change its go-to-market approach in order to improve profitability and competitiveness.*

## Win / Loss as a Solution

The firm partnered with Anova Consulting Group to conduct a win / loss program aimed at securing feedback on its sales process from advisors and prospects. The program also provided insight on the firm's overall strengths and areas for improvement.

Interviews were conducted with both advisors and plan sponsors, and as interviews were completed and aggregated...

### The firm learned:



**Advisors** did not feel like they were being engaged appropriately in the overall client relationship and were dissatisfied with the level of support they were receiving from both sales representatives and relationship managers.



**Prospects** acknowledged the firm had a reputation for strong client service and consulting, but suggested the firm could emphasize these attributes as differentiators more in the sales process.



**Competitors** articulated their participant experience story better than the firm by providing more concrete examples of their approach to employee education.

# Turning Insights Into Action

The Senior Management team took the feedback and developed a prioritized action plan that:

## Action Plan



Educated the sales and service teams on how to properly engage advisors in sales situations and ongoing client relationships.



Fine-tuned the firm's marketing plan and final presentations to accentuate its consulting and client service heritage.

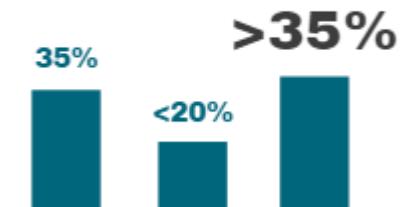


Added sales training courses designed to give their sales team help in taking more of a consultative approach with their prospects.

## A Favorable Outcome

Over the course of 5 years partnering with Anova, the firm was able to raise its closed win rate to over 35%. Senior leaders attributed win / loss as a major factor in helping the company become more competitive.

### Win Rate



*"The Anova work easily paid for itself. Anova helped us recognize the changing industry landscape, and the results from their work helped drive some of our business strategy decisions on an annual basis. Doing the work over time allowed Anova to track our results over several years so we could determine our success in executing on these strategies that we had developed."*

-Senior Managing Director, Client Organization

# Anova Consulting Group

Experts in Sophisticated B2B Markets

*We work with market-leading companies that build and maintain their businesses through complex and multi-layered sales and servicing processes*



## Anova Programs

- Win / Loss
- Post-Implementation
- Client Satisfaction
- Departed Client
- Intermediary Perception
- Custom Research

## Market Leading Client Programs

**Completed:** 300+ Win / Loss Studies      100+ Client Satisfaction Studies

**Clients:** 12 Fortune 100 Companies

3 of the 10 Largest Software Companies	7 of the 10 Largest Financial Services Providers	1 of the 2 Largest Healthcare Companies
--	--	---

## Leadership Team



**Richard Schroder**  
*President*



**Heather Jenkins**  
*Partner*



**Andrew Cloutier**  
*Partner*

## Interested in Learning More?

✉ [www.anovaconsulting.com](http://www.anovaconsulting.com)

✉ [info@anovaconsulting.com](mailto:info@anovaconsulting.com)

☎ 617.731.1065