

CASE STUDIES

LEARN MORE ABOUT OUR PROJECT RESULTS

Multi-Departmental & Company-Wide Growth Projects

\$10,000 + | Proposals upon Request

Our large-scale Projects are focused on Comprehensive Best Practices Development, Documentation & Metrics. Designed to help companies prepare for expansion and manage growth, these projects address issues that interfere with the efficiency of processes across multiple departments, while taking full advantage of opportunities to maximize productivity and profitability.

Ready to Scale

A B2B service business with 63 sites in 5 cities within 3 states needed to standardize processes company-wide.

We developed and documented all processes and procedures as well as designed training programs which addressed critical materials from all levels of the company; corporate to regional to local.

The documented system was so successful the company owner was approached by a global corporation interested in purchasing it.

Central Office Operations

A labor-intensive B2B service business was preparing for expansion from OH to 8 surrounding states.

We developed and documented a Management Training program to prepare Managers for new regional responsibilities. Additionally, we implemented monthly reporting and P&L accountability at the site level to consistently track continued progress.

Expansion was successfully accomplished over a 3 year period with only 2 Regional Managers.

Revitalized Selling Strategy

A \$19M B2B service business was frequently engaging prospects but had been unable to close a new account in roughly 2 years.

We reviewed their prospects' details, presentation content, and follow up processes. Using this info, we developed and documented new best practices along with effective reporting to measure their progress.

The result was an additional \$16.5M+ in gross revenue over the next 2 years.

Opening a new territory

A well established \$265M company was looking to expand into new markets but needed direction and documentation.

After intensive competitive and market analysis, we led the development and implementation of comprehensive marketing, sales, operations and training efforts.

Documented preparation resulted in the number of accounts growing from 3 to 300 with annual revenue of \$11M+.

Interdepartmental Cooperation

A services organization was experiencing a lack of effective communication and coordination. As a result, a \$3M process was failing to operate effectively.

Working cooperatively with everyone involved, new processes & procedures were developed and documented leading to increased efficiency and accountability.

The company experienced double-digital improvement % in 5 key areas.

Sales Training & Documentation

A \$7M product fundraising business was contemplating rapid expansion, requiring the involvement of remotely based Account Reps.

We created and documented new best practices for all sales and customer service procedures which could be applied across every phase of the expansion.

Revenues increased by 17% during the 12-month project with all new responsibilities being successfully handled by current Account Reps.

FREE CONSULTATION

In our 20+ years in business, we have worked with over 75 companies. Many are available to serve as references, providing details about how our Solutions helped them reach their goals.

Scan the QR Code with your camera to learn more or call us now to schedule your free 1-hour consultation.

CALL NOW: Mary Willenborg | 859.760.5013



CASE STUDIES

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Our Process Re-Build & Single Issue Projects focus on Best Practices Development, Documentation & Metrics for a full process or a component of a process, often resulting in a significant increase in revenue.

Product Profitability Review

A \$9M B2B service business was preparing for multi-unit opportunities and needed to organize product info.

We helped our client collect, re-categorize and review, for the first time, profitability data by service product. Once the numbers were in, it became very clear which products they should continue supporting and which they should discontinue.

With a renewed focus on the right products, the company saw a 41% increase in revenue in just 6 months.

Pandemic Pivot Product Transformation

The in-person nature of this educational company's product resulted in their business disappearing overnight.

We worked with them to:

- redefine their ideal client's needs
- structure online delivery of services
- create a marketing plan to announce their new online products & services

The pivot resulted in a new catalog of products that will outlast the pandemic and provide them with a much larger market longterm.

Client Relationship Development

An important client of a \$28M B2B service business wanted to hold a symposium highlighting her program to her national peers.

We helped with event planning by:

- developing the invitation list
- marketing and fee collection
- content development and review
- and much more

Attendance was impressive and with the relationship cemented, this client renewed her very lucrative contract for another year.

Timekeeping & Invoicing

A large professional services firm was failing to meet their revenue goals.

We restructured and documented new timekeeping procedures and accountability standards which required daily recording of hours worked.

This was rolled up into monthly reporting which improved the overall invoicing and collection processes.

Increased accuracy of timekeeping resulted in a top line revenue increase of 20% in the first year.

Bonus Program for Strategic Growth

A commercial construction firm with annual revenue of \$15M was struggling to effectively utilize their site managers & strategically plan for growth.

We worked with this client to:

- set 1-3-5 year revenue goals
- develop & document site manager standards, procedures & reporting
- revised bonus structure to be based on 6 critical areas of performance

Their 5 year revenue goal was reached in 3 years with decreased turnover in their Site Management.

Customer Care Program

A B2B service business was struggling to provide stellar customer service and occasionally received reports of client dissatisfaction.

We created, documented, and implemented a new comprehensive customer care program across 6 states and 100+ sites.

The structured, client-centered processes resulted in YOY customer survey results moving from a 56.2% highly satisfied to 72.7% highly satisfied in just 9 months.

Process Re-Build Projects

\$1000 - \$9000

Review a full process and detail all the issues that create problems and/or provide opportunities. Develop and implement a plan to increase process efficiency and profitability.

Revenue Generating Contractors

A professional services practice wanted to rethink if & how outside contractors contributed to the success of their business.

We reviewed all of the terms and conditions of their business relationships, which were then re-written into more mutually beneficial agreements.

The redesigned terms generated a well justified 50% increase in revenue to the practice's owners.

Pandemic Pivot Business Operations

The owners of a multi-unit \$5M personal services business were struggling to adjust to the pandemic.

We determined how they could maximize what had been going well before the pandemic while taking the shutdown as an opportunity to correct problem aspects of the business.

They now feel confident they will be able to return to normal more profitably than before.

Shift in Marketing Focus

This professional was spending a lot of time marketing, but to all the wrong people in all the wrong ways.

We worked with her to identify:

- most lucrative service
- ideal client for that service
- valuable referral partners
- effective networking strategies
- effective marketing strategies

After a year of her new focus, her revenue personally generated had increased by 170%.

Eviction Policy

A 175 unit apartment rental operation was experiencing a significant loss of revenue year over year.

We reviewed all cash flow procedures and identified an issue that was affecting revenue as well as team and tenant morale. The solution was a single small policy change.

A more human-centered policy that matched the company philosophy immediately increased their annual net profit by \$103,000.

Pandemic Pivot Fully Utilize Reduced Resources

This professional was failing to reach prospects and was unable to meet her new client goals.

We talked through the shift from in-person networking to more effective new online strategies for reaching a redefined, targeted set of prospects.

This client feels confident that she will be able to stay on track with reaching her revenue generation goals for 2021.

Cash Handling

A large healthcare practice was struggling to achieve and maintain positive cash flow.

We reviewed and improved all cash handling procedures, including:

- Timekeeping
- Invoicing
- Payment methods
- Collections

The newly defined cash handling processes resulted in an immediate 3% increase in net profit.

Single Issue Projects

\$350 - \$950

Review an individual issue that is creating a problem and preventing a process from running smoothly OR review an issue that presents an opportunity to increase process efficiency.

**PARKPLACE**
Business Improvement Strategies