

340% ROI in 90 Days

THE ADP STORY



Automatic Data Processing, Inc. (NYSE: ADP) helps companies enjoy the freedom to *focus on what matters™* most in businesses, providing a dynamic mix of HR technologies and administration services. ADP is centered on controlling benefit & labor costs, attracting & retaining top talent and ensuring tax & regulatory compliances are met.

Challenge

ADP Major Account Services (MAS) was faced with a number of complex issues that forced them to reconsider how they were approaching the market.

- Increasing complexity of their multiple integrated offerings. Customers were forced to translate the benefits for themselves.
- Competitive marketplace that required a simplified, concrete and differentiated message that could be adopted fast, one that described “why choose ADP over the other guys?”
- Looking to provide experienced sales reps with advanced level training.

Solution

Engaged Corporate Visions® to enhance ADP’s approach to field messaging, providing them with a complete “messaging makeover”

- Introduced new message delivery options to a mixed group of District Managers.
- Refined ADP Major Account Services messaging, by working with the company’s Marketing team.
- Improved ADP’s communication skills by teaching the sales reps what to say and how to say it.

Results

Participants indicated this was the best training ever delivered and were willing to immediately incorporate learned approaches and techniques.

- **115** previously stalled or lost accounts were sole within 90 days (*revenue that would have not been recognized otherwise*).
 - **340%** represents the total return on investment ADP received in only 90 days.*
 - ADP Major Accounts developed a new way to approach their customers that distinctly positioned their products from the competition.
- *143 participants were surveyed two weeks post event and then again in 90 days.*

Ken Powell

Director of Field Enablement

“Corporate Visions helps us light a fire under prospects that have gone cold. Within 90 days of learning these techniques we sold over \$1.7M to companies that has been previously identified as stalled in the pipeline.”

