

## Marrs, Maddocks & Associates Employee Benefit Division Case Study

### Challenge

The Employee Benefit Division of Marrs, Maddocks & Associates had experienced a flat revenue year. They had set some ambitious growth goals and wanted help creating the structure they needed to support that growth. The two principals in the business were so busy executing they didn't have time to consistently dedicate themselves to business development and sales efforts.

As of the beginning of the year, their pipeline of opportunities was thin. They had tried adding an inside sales professional in the past without the results they desired. They felt between the two of them they should be able to meet their growth goals. They wanted help bringing in **new** top line revenue while maintaining the high level of customer service they currently were providing all their clients to ensure a stable revenue base to grow from.

### Solution

- ✓ Created clarity on goals by aligning the two principals understanding of the current state and desired future state of their business.
- ✓ Surveyed clients and employees to understand where they excelled and how they could improve their business to retain and grow their client base.
- ✓ Identified log-jams in the business around resource allocation that were suffocating their ability to grow.
- ✓ Instead of focusing on "how to sell" the focus quickly turned to how to effectively run the business. The challenge was not actually inflow of new opportunities but efficient execution internally.
- ✓ Created clear areas of responsibility for each principal and identified the key areas where they had to reassign responsibilities and invest in additional support.
- ✓ Made decisions on the type of business they would pursue and how to effectively spend their time to drive the desired results.

### Outcome

In the two years since engaging with the Corlea Group the division has grown on average over 20% a year. Initial goal was to grow at 10% a year over next 10 years. The division is on track to achieve 10 year goal in 5 years or less.

*"If your goals include updating your sales process, creating a sustainable business development plan and getting the most out of your sales team, you MUST consider hiring the Corlea Group to reach these goals. No matter what you think you know about your organization, you know very little until you hire someone like Jack to give you a clear perspective from the outside looking in. I did this in November of 2011 and it has exponentially changed my organization in a positive way." Neal Stehly, Executive Vice President, Employee Benefits Division, [Marrs, Maddocks & Associates](#)*