

Increasing Profit Margin

OVERVIEW

This print partner partnered with AdCellerant to increase their digital revenue and work with a partner who had strong fulfillment, would provide strategy recommendations, had more products (e.g., SEO, Alt Network, etc.), and could increase their profit margins. They had a pretty good base of clients built up, but their reps were **having a hard time prospecting for new business**. They wanted to find a partner who could get into the weeds with each of her reps and **build their confidence and sales skills**.

SALES ENABLEMENT & PROFITABILITY

Jacob, a dedicated Account Manager for this print partner, hosted weekly calls with management to review the transition process, how their reps were performing, and discuss strategies for growth. These have now moved to biweekly but have continued to be a success. He also holds biweekly office hours with the sales reps, where they can ask any questions, and he can train them on products or process.

STRATEGIC ONBOARDING

Onboarding: This partner signed in April 2023 and was in onboarding until August 2023 (4.5 months).

Plan: During the onboarding process, we conducted training on all of our products and on Ui.Marketing and best practices for prospecting and retention.

Our strategy included:

- We went into the market with this partner during month three of onboarding and held 1.5 days full of training and 1-1s **with each rep** to review their book of business and pipeline. This was crucial to building relationships with these reps, gaining their trust, and building their confidence in digital.
- **The AdCellerant Academy:** They loved the case studies during Onboarding to get more ideas, and are now using the industry selling guides to prospect for new spaces.
- Our team still conducts regular trainings with their team that are less product-focused, and more focused on **sales strategies, upsell skills, retention, full-funnel selling, and more**. By hosting these trainings, we've seen the reps be more independent and confident in having conversions with new prospects and current clients.

RESULTS

314%

Increase in revenue during onboarding

914%

Increase in revenue over the last nine months

10%

Increase in profit after partnering with AdCellerant

CLIENT RETENTION

We were able to help this partner by joining reporting calls with their current accounts and upselling them into other products that were a better media mix for their goals. During the transition, we didn't just accept the campaigns as they were; instead, we made suggestions on what products would help them see better results, which improved retention and the relationships with the clients.

