



## CLIENT SUCCESS STORY

# Maetrics

Consulting Firm Grows Client Roster by 29% and Grows Existing Accounts by Adopting RAIN Selling<sup>SM</sup>

Management consulting firm, Maetrics, serves the life sciences industry—in particular, pharmaceutical, medical device, and biotech manufacturing companies. The company helps its clients navigate FDA regulations and solve compliance, quality, engineering, and technology challenges.

## Challenge

Echoing a challenge familiar to many consulting firms, Vice President and General Manager Terry Spartz says, “We’re always busy serving our current clients and find very little time to look for new ones and prospect for new opportunities.”

Maetrics relied on a small sales force of former consultants to identify and secure new business. The typical six-to-12 month sales cycle required a sustained outbound sales process on behalf of the team. The highly regulated nature of the business, with its legal ramifications behind complying with FDA regulations, made for a complex sale and a relationship-driven business.

To meet its new business development and growth goals, the company needed to strengthen its sales process.

## Solutions

When Spartz and his team sought a firm to help them improve their sales process, they turned to RAIN Group.

Spartz was especially attracted by RAIN Group’s strength in the professional services sector. “A lot of other [sales training] companies tend to be generalists. I find that RAIN Group’s knowledge of professional services makes them very effective at understanding our needs and then helping us in a more focused way,” says Spartz.

Maetrics found they had greater success when the sales team was staffed by former industry consultants as opposed to traditional

salespeople. What they needed in order to boost success was a strong, shared sales process—one that would engage both the sales team and the management team.

The company decided to adopt the [RAIN Selling<sup>SM</sup> methodology](#) to drive their sales process. To begin, RAIN Group’s [sales assessment](#) provided insight into the strengths and capabilities of the existing sales team. These results helped pinpoint the areas that needed improvement so the program could be tailored to this team’s specific needs.

A two-day, in-person [RAIN Selling<sup>SM</sup> training](#) session was held that used action-learning—including role plays and case studies—to develop sales skills and knowledge. The program was customized based on the results of the sales assessment and extensive interviews with leaders and participants.

Following the training, a series of monthly lunchtime [reinforcement](#) webinars were held. These sessions, which focused on specific topics such as Leading Rainmaking Conversations, Overcoming Objections, and Nurturing Long-Term Leads, gave participants a chance to share and gain feedback on their experiences using the techniques and approaches they had been introduced to during the training.

## Results

As a result of the training with RAIN Group, Maetrics:

- Increased its client roster by 29% within 10 months of beginning the program
- Significantly increased penetration of existing accounts with a corresponding increase in revenue
- Created a shared vision and adopted a consistent approach to bringing in new business

“Because we changed our internal sales process to match the RAIN Selling methodology, we have the added benefit of all speaking the same language and understanding what we need to do as we bring an opportunity through the selling process.”

Terry Spartz, Vice President and General Manager, Maetrics