



ADP CASE STUDY:
338.3% ROI in 90 Days



SellingPower



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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 and labor costs, attracting and retaining top talent, and ensuring tax and regulatory compliances are met.

CHALLENGE

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

1. Increasing complexity of their multiple integrated offerings (customers were forced to translate the benefits for themselves).
2. Competitive marketplace that required a simplified, concrete, and differentiated message that could be adopted fast, one that answered “Why choose ADP over the other guys?”
3. Providing experienced sales reps with advanced level training.

SOLUTION

ADP engaged Corporate Visions® to enhance their approach to field messaging, which provided them with a complete “messaging makeover.”

The following was accomplished:

- Piloted Corporate Visions® 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 sold within 90 days (revenue that would have not been recognized otherwise).
- 338.3% return on investment ADP received in only 90 days.

ADP Major Accounts developed a new way to approach their customers that distinguished their products from the competition.

143 participants were surveyed two weeks post event and then again in 90 days.



ABOUT THE POWER MESSAGING® EXPERIENCE

WHAT IT IS

Imagine your sales team selling with such conviction that you no longer have to compete with your competition; your competition is forced to compete with you. The Power Messaging sales training workshop is not traditional sales training. It trains your salespeople to speak to your prospect's pains and desires and to position your solution as the best and only choice. These proven sales tips and selling techniques will train your sales team to communicate concise messages from your buyer's point of view, making it easy for your prospects to make a decision in your favor.

WHAT YOU'LL LEARN

Rather than telling prospective customers all about your company,

your services, and your products, the Power Messaging sales training workshop trains your salespeople to deliver messages that are unique to you and important to your buyer. Participants learn:

- proven sales tips and selling techniques to apply at every critical touch point in the sales cycle,
- how to handle objections using our unique reframe techniques,
- the neuroscience behind what influences buying decisions,
- and most importantly, how to close more deals!

WHY IT WORKS

The Power Messaging sales training workshop will change the way your team approaches a sale. Our sales tips and selling techniques are based on the science behind how the brain makes decisions. If you make your solution meaningful to your prospect, the buying decision will favor your company.

“I’M A BIG FAN!!! The Power Messaging® approach and ADP story talk track restructured the thinking of many people in the room. As a result, I closed a \$125K opportunity. In 14 years with ADP, this is the best training we have received for helping connect ADP solutions with the buyer’s needs.”

— Senior Sales Associate, Detroit, Michigan

WANT TO LEAN MORE:

View the recorded webinar with Ken Powell, Director of Field Enablement, ADP. [Build Your Brand in the Field: ADP and CSO Insights Share Their Best Kept Secrets](#)

