

# PMMC

## CASE STUDY

*"Implementing Staccato has brought true business rhythm to PMMC's buyer engagement strategy. It allows our Sales team to deliver our unique insight to stakeholders in the organizations that matter most."*

*-Fred Sheffield, Chief Revenue Officer*

### Overview of PMMC

PMMC provides revenue cycle software and services to over 450 healthcare providers across the nation. Our aim is to improve payment accuracy, price transparency and contract management plus pinpoint opportunities to save revenue through our consulting and software. We also help hospitals catch underpayments and denials and manage payments.

### Why We Hired FRONTLINE

As the Chief Revenue Officer of PMMC, my strategy for 2018 was to create a specialized team for marketing and bring in sales development representatives to support our expanding business. I wanted to bring on a new Sales Development Representative and give him or her what was needed to get appointments right out of the gate.

I was impressed by how FRONTLINE reached out to PMMC through multiple touchpoints including an admin, my president and myself. That kind of method is how I wanted our future Sales Development Representative to operate.

### Results Overview

\$1.7M+ in pipeline  
generated

17 health systems  
added to pipeline in  
first year

27 MIs in first quarter

I wanted to implement both a sales development representative role and a software that would ensure success. When I found out about Staccato Pro, it was attractive because it wasn't just software — there was a methodology behind it.

### FRONTLINE Selling

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3rd Floor Alpharetta, GA 30005

frontlineselling.com  
1-877-726-7871

# Case Study: PMMC

## How FRONTLINE Is Different

Staccato Pro was the resource we needed to help drive our new Sales Development Representative. We purchased the software soon after hiring our Sales Development Representative, Johnny Walker, in April. After training him with Staccato Pro, he just took the bull by the horns from the first quarter.

## The Results:

Within two months, Johnny secured nine meetings, or what FRONTLINE calls Meaningful Interactions (MIs), with decision-makers from companies that were strong sales leads. Within the first full quarter, he executed 27 MIs and contacted 17 health systems in our target market. His appointments translated into \$1.7 million in our sales pipeline.

Now in our second full quarter together, Johnny is on track to create about 30 sales leads and has already generated about \$1.2 million in additional pipeline.

## The Bottom Line

We are in the midst of explosive growth. Staccato Pro connects our sales team with key decision-makers, making it easier to gain new customers and increase revenue for PMMC. The lead generation aspect really supports the sales pipeline. Staccato Pro help integrate sales and marketing teams for greater success.

“I enjoy the structure of Staccato Pro because it takes out all the guesswork,” Walker said. “Typically, as a sales development representative, you just have a mixture of approaches that may or may not be working. But, you’re not really sure what exactly works. With Staccato Pro, you know exactly what’s working and you can repeat it every time.”

- Johnny Walker

Company: PMMC

Industry:  
Healthcare Financial  
Services

Staccato Product:  
Staccato Pro

