



Sales Training & Support Impact Central Pa. Technology Company

CLIENT PROFILE

Reclamere, Inc.

905 Pennsylvania Avenue
Tyrone, Pa. 16686

www.reclamere.com
43 employees, 3 owners



Reclamere was founded in 2001 and provides data destruction and data recovery services, along with e-forensics and security assessments, to the highly regulated finance, healthcare and education industries. Reclamere has garnered much success in a relatively short period of time thanks to proven expertise, clear understanding of the legal issues facing their target industries and the natural growth in markets where both electronic data and strict regulations are on the rise.

SITUATION

The owners of Reclamere had a solid, yet adaptable vision for their business from the onset. They saw an unfulfilled need in niche markets, and had the savvy to respond to current requirements, as well as anticipate future needs or those simply unknown by prospective clients. However, in order for Reclamere to develop and sustain long-term growth, a team of quality, driven sales professionals had to be assembled. As Joe Harford, vice president of Sales and Marketing, explained, *"If we were going to become premier and grow, we had to make sure that our sales team were the best they could be."* Harford immersed himself in the challenge and actively pursued educational opportunities, including workshops and events sponsored by IMC. He became convinced that IMC could help Reclamere on a much broader level and engaged the organization to help him build the model of his company's sales program.

SOLUTION

IMC worked alongside Moore Power Sales of Altoona, Pa., and the team at Reclamere to build an all-encompassing program. The result was a system that included a long-term strategy for the makeup of the sales program at Reclamere, plus spanned hiring, training and sustaining a quality sales force. For the early stages, Reclamere learned in detail what qualities to look for in new hires, and how best to recruit and interview for sales positions. In fact, they received support throughout initial waves of the recruitment and hiring process. The other major component of the work was the development of a four-month training program for all members of the team—from entry-level salespersons to more senior staff members. The training program tapped into the power of Sandler Training methodology and was adapted to fit Reclamere.



RESULTS

The merits of the strategic planning, recruitment and training services offered via IMC were proven beyond doubt for Joe Harford and the other leadership at Reclamere. Harford said he pays keen attention to sales key indicators and feels that Reclamere now sails beyond national numbers. According to Harford, who cited *Selling Power*, a magazine aimed at top sales executives, Reclamere exceeds at multiple levels:

Harford offered the following rough figures—

- Reclamere salespersons make quota 65% of time, compared to 50% nationally.
- Reclamere salespersons close 80% of deals after proposals are presented, compared to 50% nationally.
- Reclamere experiences annual turnover of 25% of its sales team, compared to 50% nationally.

TESTIMONIAL

Joe Harford
Vice President of Sales and Marketing
Reclamere, Inc.
814.684.5505 ext. 305

“The IMC and the support brought via that organization have helped us to develop a tremendously effective sales program at Reclamere. We have a top-notch sales team thanks to a clear, relevant system for recruitment and training. Working with IMC was an easy, natural process. We found their requirements and methodologies straightforward and even convenient. I definitely believe that this was a worthwhile endeavor and I will no doubt turn to IMC again for advisement, support and educational opportunities.”