

## bswift: Building a Sales Culture

bswift is a premier provider of benefit automation software and services to mid-market companies (employers with 500 to 15,000 employees). Their solution eliminates the very inefficient, error prone, manual and paper intensive employee benefit enrollment and administration processes.

The bswift system allows for both manager and employee self-service. The software also electronically connects with an organization's payroll system, Human Resource Information System (HRIS), and benefit carriers electronically. The sales cycle is typically 6 to 12 months long and the price tag for the solution can range between \$50,000 and \$150,000 a year.

bswift's business issue was that, while they had been in business and grown over 6 years, their growth rates had flattened and annual revenues were stagnant. They were farming deals rather than hunting new ones. Enter Acquirent: an outsourced sales solution focused on growing top line revenues.

bswift utilized Acquirent's vast sales experience and unique ability to navigate the ever challenging corporate structure of mid-market companies. Traditionally, bswift relied heavily on channel partners (consultants, insurance brokers and third party administrators) to refer them new business opportunities. This approach, although somewhat fruitful, was very time consuming and made bswift more reactive than proactive.

Acquirent helped develop bswift's outbound sales campaign from scratch. Acquirent's approach was to call directly on C-level and director level executives of companies in bswift's sweet spot (employers with 500 to 15,000 employees).

As explained by CEO, Ray Seaver:

**“The key to the relationship is flexibility. We’ve tried several approaches together, creating and working collaboratively on staffing, messaging, and even financial arrangements. This can’t be a plug-and-play process; you have to learn as you grow together.”**

The results were astonishing. Acquirent helped secure some of the largest sales in bswift's 9 year history.

Throughout the relationship, Acquirent brought deals to bswift that doubled their annual revenues on reoccurring monthly fees and increased their average deal size 4 fold. Coupled with this new revenue growth, bswift's workforce has increased in size and breadth as new client services and support departments have been required.

Creative selling, targeted phone and email campaigns along with the right sales culture and executives led to a profitable partnership for both companies. As a result of our successful sales model, bswift has in turn acquired an internal sales force that continues to grow their business today.

## Acquirent Case Study

# bswift

**Industry:**  
HR Solutions

### Solutions:

bswift offers software and services that streamline all aspects of HR, benefits and payroll administration. Currently, more than 3,500 companies with over 1 million lives utilize bswift's Web-based, state-of-the-art technology to significantly reduce administrative costs and time consuming paperwork making life easier for HR staff and employees alike.

### Why Acquirent?

- **Focus:** Hiring Acquirent allowed bswift to focus on developing their services, while we focused exclusively on selling them.
- **Experience:** Instead of spending their resources training inside sales people, bswift partnered with a team that already had experience and expertise in hiring, training, and managing a sales force.
- **Flexibility:** Acquirent was able to work closely with bswift as the relationship developed to change and improve the sales process; evolving as bswift grew.
- **Infrastructure and Culture:** bswift did not have a sales infrastructure, rewards, motivation and culture built within their business—they turned to us to provide one.



**Acquirent llc**