

Licensed Sales Representatives

Client Type:
Health Plan

Duration:
3 Months

Project Scope:
Open Enrollment Sales Augmentation

Team Size:
2 Full-Time Consultants

Problem

During **open enrollment**, this health plan needed additional sales staff to follow up on leads, meet with walk-ins and conduct a **targeted outbound telemarketing campaign**. The organization sought sales representatives with current licenses in the applicable state or licenses allowing reciprocity.

Solution

After selecting Jacobson to deliver essential talent for open enrollment, our client saw **immediate progress on a year-over-year basis**. The organization has achieved **broader statewide penetration** as their permanent staff were able to keep up with their day-to-day work while our resources handled more timely, focused efforts.

Response

Jacobson provided **two licensed consultants** with the commercial sales expertise and strong communication skills necessary to increase our client's member base during open enrollment. Our consultants also offered **Facets experience and call center backgrounds**, allowing them to make a large impact on this health plan's enrollment results.

