

PROVAC, a business unit of **GRUPO POSADAS**, is one of the main Vacation Clubs in the country with over 45,000 members. As part of the group's strategic initiatives, we carried out, along with **London Consulting Group**, the project called "Posadas More Agile" with the objective of optimizing the commercial processes while implementing the following initiatives and models:

- **Organizational Restructure:** Creation of new levels of Sr. and Jr. sales agents to improve productivity curves.
- **Training Model:** Sales agents development program to create high performance sales agents and increase the effectiveness of current executives.
- **CRM Model (Salesforce):** Increase in generation of appointments as a result of an improvement in prospect management and the follow-up of current clients.
- **Sales Model:** New sales agent assignment model per % of effectiveness. Follow-up of the correct execution of the steps of a sale to increase the % of closing and average price.
- **Sales Weekly and Daily Meeting Model:** Definition of the daily management methodology to ensure the fulfillment of objectives.
- **Indicator Model:** Design of indicator panels for the management of all Sales Teams.
- **External Call Center Follow-up:** Monitoring and evaluation of External Call Centers in order to obtain better outlined prospects.

The project's economic benefits have surpassed our expectations, achieving at the end of the project a **ROI of 8.3 to 1** and a projected ROI of 20.9 to 1.

- A 50% increase in sales.
- A 38% increase in arrivals.
- A 7% increase in average price.
- A 5% increase in percentage of closing.

It is worth mentioning that **London Consulting Group's work** was not limited to providing improvement recommendations but they also worked shoulder-to-shoulder along with our personnel to **design and implement the changes in the organization.**

Based on the aforementioned we would like to highly recommend London Consulting Group and we hereby express our complete satisfaction with the work performed.



José Carlos Azcárraga
CEO Grupo Posadas

Sincerely,



Gerardo Rioseco
General Director Provac Posadas.

