

# April 2017

## Peak 360 by Howie Schnuer

Time really flies and with it Q1 has come and gone. During the first three months of 2017 we:

- Successfully hit the SME plan for Accelerator / Profit Recovery usage revenue
- Had 37 Breakers (61% increase over Q1 2016)
- 654 New Orders (decrease of 17% vs. Q1 2016)
- Ended March with 235 Active IC Representatives

Everyone on the team I speak with is excited and ready to set new sales records. And everyone can!

As a team, we will write the next chapter of 2017 SME. Let's keep moving forward, close new deals, retain existing clients and drive placements.

I'm looking forward to growing TSI together.

## Key Sales

### Transformative Healthcare – Lisa Vanderhoof

- \* TSI is providing Profit Recovery and Collections
- \* We were able to customize our process to fit their needs, giving us a leg up on the competition

### Guidewell Health Diagnostic Clinic – Gene Rodriguez

- \* TSI is providing Profit Recovery Plus, Profit Recovery and Collections
- \* TSI's alternative approach to collections is what made us stand out

### IASIS Physicians Organization – Lisa Swan

- \* IASIS is a healthcare organization operating both hospitals and physician groups in more than a dozen states
- \* The NextGen interface is what gave TSI it's advantage

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## Industry Impact

### Court Rules FDCPA Statute of Limitations Begins When Violation is Discovered by Tim Bauer

On March 27, a United States District Court judge denied a request to dismiss a Fair Debt Collection Practices Act (FDCPA) case as outside the one-year statute of limitations. The judge held that the "Discovery Rule" applies and that the statute doesn't begin to run until the plaintiff "discovers" the alleged violation, rather than from the date of occurrence of the activity that gives rise to the cause of action.

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## Wallet-Share by Jeremie Wallgren

Many adults lose the determination and basic ability to just keep asking. The timing or different delivery can be everything. Ongoing case study Wal-Mart. Ken Galenza leading the charge: asking for more business and requesting reasons for declines, getting the same general answer or none at all every time. FINALLY, through persistence, digging for info in different ways, we have an answer.

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## Sales Tales – AlixaRX by Alex Marcopolos

AlixaRX is a long-term care pharmacy that supports over 400 locations nationwide. The lead was obtained from someone I worked with 3 years ago at another medical practice. I stayed in contact with her over the years and 3 weeks after she took a new position, she called me and said that she needed our help again. I realized this was a large client opportunity and immediately filled out the Large Client Salesforce Input sheet and notified Tom Gelles. They had several million in unpaid AR and sent over 20K statements a month, and had never used a collection agency before.

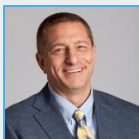
Being an independent contractor, I appreciate that when needed, I have a team at corporate that can help me land, close and support current and future large client opportunities.

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## The Sales Minute

**Do you have a watermelon?** Staying with last month's garden theme...you may think because recovery rates are good, placements keep coming, and there are no billing or reconciliation issues and that the client is happy with us, we are green. Really??

Well, your client may be green on the outside, but red angry on the inside, this is a watermelon. I just came back from a series of client meetings where this was just the case – we think we're performing, but the client is truly not happy with us and our business is at risk. How can you tell if you have a watermelon?



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## CAM Corner

### Why do we have Client Account Managers?

Large clients are complex. There are things we need to look for to make it a successful client. As a prospect, we not only sell to executives, but also users and technical support staff. When implementing, there are several variables to consider that may not be present with small clients. Once launched, large clients have complex and integrated structures which lead to complex support needs for TSI.

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## In the Spotlight with... Melanie Reed

**When did you start with TSI:** 2009

### Why Do You Like Working for TSI:

I love working at TSI because I am able to have control over my days. I control my goals, time, effort and income. My favorite part is that I am an example to my kids of what hard work can do for you. This career focuses you to grow and I love that! I like making an income that allows me to take care of my family and still have money left over for my passion – travel!

**Best Experience at TSI:** My best experience at TSI was the Leaders & Achievers Conference where I got to speak about my TSI story to those who had mentored and inspired me. It was a moving experience and I will never forget it.

**A Little Bit About Yourself:** I have 2 kids, a 23 year old daughter and a 17 year old son. I live in the St. Louis area and enjoy singing, travel and books.

**Advice to New Reps:** Have a brief conversation when you set the appointment. Ask "What kind of situations are you running into?" and then ask "What is your process to resolve past due accounts?" These 2 questions will reveal all you need to know to qualify them as a prospect and also help you solidify the appointment and get them excited.

Don't sell TSI when you are setting the appointment. Just focus on selling the *appointment*. If they ask questions, say, "Great question. I'm going to write that down and bring in some information to share with you in person and fully answer your question when we meet on \_\_\_ @ \_\_\_."



## Marketing Corner

- April usage email will have a promotion for a complimentary magazine subscription when the client uploads at least 5 accounts during the month of April to Accelerator and/or Profit Recovery.
- Building automated emails for Pay-As-Used credit card information processing (expiring credit card, declined, etc.).
- New and updated sales collateral coming your way soon. Watch Slack and your email for announcements.

## TSI Event Calendar

Morning Stretch Schedule @ 10 AM Central

<https://tsico.adobeconnect.com/morning-stretch/>

Date	Topic
5/1	TSI – Market "You"
5/4	Medical Team
5/8	It Did Not Close...Now What?
5/11	Being Smart when Prospecting or Presenting
5/15	Working Events and Tradeshows

National Sales Call @ 10 AM Central

May 18, 2017

[https://tsico.adobeconnect.com/Transworld\\_Systems/](https://tsico.adobeconnect.com/Transworld_Systems/)

## Operations Management Dialing Methodology

TSI's operations team has consolidated our dialing effort to increase our production through the scale of the operations organization. In the past TSI would dial inventory in a segmented manner and now we have shown a significant increase in collections performance.

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