



High-Quality Relationship Development Fuels Growth



United Allergy Services (UAS) is a highly-successful and fast-growing company that provides best in class allergy testing services to healthcare providers and clinics across 19 states in the U.S. To protect against local competition and to sustain their growth rate, UAS needed to quickly educate and equip new resources to build effective and sustainable relationships that would drive increased customer loyalty as well as new customer acquisition. **Specifically, UAS wanted to build stronger relationships to increase “same store” direct sales and referrals.**

Practical Tools, Collaboration, and Effective Governance Drive Success

A critical challenge for UAS was that their highly distributed account management teams made it virtually impossible to manage the *effectiveness* of their relationship development program and to track their success. UAS needed to implement a centralized and managed solution to drive high adoption and quality execution. To achieve these critical business goals, they turned to RQ[®] for Salesforce.

“RQ[®] for Salesforce plays a critical role at UAS and gives our account managers consistent, impactful tools for success...”

RQ[®] for Salesforce provided UAS team members with highly-accessible, easy to use tools for prioritizing and measuring their most important relationships, as well as for creating specific and actionable plans to grow and sustain those relationships for better performance. At the same time, it provided a collaboration and governance structure that connected team members in the field directly with UAS management and leadership. In addition, it *natively integrated* UAS relationship data and action plans directly with their CRM platform, creating a centralized and 360-degree view of their customer and market relationships.

RQ[®] for Salesforce Implementation Shows Measurable Results

“...With the Relational Ladder methodology, we are creating new relationship development processes, tracking our progress, and tying everything back to our business objectives.

Growing quality relationships is now a core organizational competency.”

- **Tim Clark**

Director of Operations
United Allergy Services

By implementing both the Relational Ladder methodology and the RQ[®] for Salesforce tool, UAS equipped more than sixty account resources to strategically improve market relationships in a way that:

- **Increased overall sales 55% by focusing on “farming” existing customer relationships**
- Enabled UAS to gain significant market share across all of its new and existing geographic markets
- Allowed account teams and UAS leadership to collaborate more effectively, identify gaps in market relationship coverage and quality, and take specific action to increase territory revenues and repeat business