

Background

- Continuing education for emergency medicine and urgent care clinicians
 - Launched in emergency medicine in 1999; expanded into urgent care in 2022
- Subscription based; no advertising, sponsorship, or live events
- 17 employees (15 FT; 2 PT); dozens of independent contractors
- Revenue was driven almost exclusively by direct response marketing to individuals until 2017, when we began to focus on selling subscriptions to groups
- Current revenue mix:
 - 70% individuals; 30% groups
 - 45% new; 55% renewal
 - 80% existing market (emergency medicine); 20% new market (urgent care)

Sales Team Structure

- Staff:
 - 1 “PT” sales manager
 - 1 FT salesperson – new & renewal sales for large groups
 - 1 PT salesperson – new & renewal sales for small groups (added in 2023; promoted from customer service)
 - 1 PT sales support – SME, for lead gen and discovery calls (added in 2023, from the industry)
 - All remote since March 2020
- Accountability & training:
 - Weekly sales team meetings; purpose is to motivate and empower the team
 - Weekly 1:1s with each salesperson; purpose is to review KPIs (progress towards monthly goal & pipeline)
 - Monthly “Accountability Meeting” with each salesperson
 - Ongoing training via external sources for sales staff & manager + internal training for new features & products
 - Mike Weinberg: <https://mikeweinberg.com/>
 - Boyens Group: <https://www.boyens.com/>

Sales Team Compensation

- Goals are set at the beginning of the year by management, with input from the sales team
- Quota is 50% of goal; quota must be met in order to receive commission
- Commission paid on paid sales only
 - New: 10% up to goal; 15% above goal
 - Upsells: 7%
 - Renewals: 4%
- Total comp: 60% base salary; 40% commission

Questions?

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