



ValueSelling Framework® for TELUS WBS

SUCCESS

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Matthew Perretta
Manager, National Sales & Marketing Operations

WHAT IS VALUESELLING ?

ValueSelling Associates, based in Rancho Santa Fe, Calif., is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped FORTUNE 1000 business-to-business sales organizations compete and win in markets crowded with seemingly similar products and services. ValueSelling Associates has maintained its position as a leader in the industry by continually evolving to meet the new challenges sales forces face. Clients turn to the experts at ValueSelling Associates for classroom training, online training and consulting services that yield immediate impact, repeatable strategies and sustainable results.

TELUS is a leading national telecommunications company in Canada, with \$9.7 billion of annual revenue and 11.6 million customer connections including 6.2 million wireless subscribers, 4.2 million wireline network access lines, and 1.2 million Internet subscribers. TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video.

Critical Business Issues & Problems

The critical business issue facing the Telus organization was achieving a revenue growth objective of 20%.

Sales problems obstructing their growth business issue included:

- Transitioning the sales organizations from selling a perceived commodity to a value-added product or service.
- Consistent mechanism to qualify opportunities and allocate resources; therefore all opportunities were treated equally.
- The sales organization performance was inconsistent.
- Significant turnover in the sales organization meant that the organization was constantly training new hires.

The ValueSelling Framework Solution

After conducting a top-to-bottom health check of the sales organization, the leadership determined a sales methodology was required to deploy a common qualification process. That methodology had to include:

- The ability to raise the conversation from a commodity to a business requirement and value added solution with the prospects.
- Include the skill set to conduct business conversations and understand real business value rather than merely features and capabilities.
- Integrate the methodology with the CRM toolset, salesforce.com, to drive sustainable behavioral change.

Key elements of the ValueSelling Implementation

- eValueSelling®
- ValueSelling instructor-led workshop for marketing organization
- ValueSelling Framework 2-day certification instructor-led workshop
- Coaching ValueSelling for sales leaders
- Opportunity assessments conducted by ValueSelling Associates
- eValuePrompter® integration into SFDC

Value to Telus WBS

The value of ValueSelling Framework and its successful implementation at Telus WBS is significant. A few of the key metrics immediately impacted as a result of the sales methodology training include:

- 21% YOY revenue growth
- Increased individual sales productivity across the organization
- Reduced turnover
- Improved productivity of new sales representatives by 100%
- Achieved ROI of CRM implementation of 280% within 4 months