



## ValueSelling Framework® for Trimble MRM

### SUCCESS

[www.valueselling.com](http://www.valueselling.com)

#### 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.

Trimble Mobile Resource Management (MRM) is a leading global provider of solutions designed to automate the management of mobile resources and to optimize the service delivery process for customers across a variety of industries.

#### Critical Business Issues

Trimble MRM was struggling to hit revenue growth goals while at the same time managing the cost of sales.

#### Problems

There were a number of key sales challenges that had become an impediment to resolving the business issue.

- The sales organization was selling only to the small and mid-size business segment
- The sales team found it difficult to differentiate on their solution and therefore was quick to discount the price

#### The ValueSelling Framework Solution

By installing the ValueSelling Framework within the Trimble MRM sales organization they were able to accomplish the following:

- Build a skill set to their unique solutions and for recognizing customer problems, therefore creating real value in working with Trimble
- Establish a sales process to enable both an inside sales organization focused on smaller accounts and a more seasoned sales team focused on Fortune 1000 opportunities.

#### Key Elements of the ValueSelling Implementation

- eValueSelling®
- ValueSelling instructor-led workshop for marketing organization
- ValueSelling Framework 2-day instructor-led workshop
- Coaching ValueSelling for sales leaders
- Opportunity assessment conducted by ValueSelling Associates

#### Value to Trimble MRM

Immediately following the installation of the ValueSelling Framework, the Trimble sales organization closed three significant and large Fortune 1000 accounts. In addition, during the first year of installing ValueSelling and realigning the sales organization, the overall revenue increase was in excess of 50%. At the same time, the total cost of sales was dramatically reduced.