



Engaging the Cream of the Crop

It was 2012 and Robbie Traube, Adobe's Vice President of Strategic & Vertical Accounts, North America, was responsible for revitalizing the way Adobe engaged with its largest and most significant accounts. To enhance these relationships, Adobe had to establish itself as a leader in digital marketing, evolving from selling solutions to partnering with customers and solving their business challenges.

Robbie brought in ValueSelling Associates to help address the challenges:

- **Aligning the organization** with the same terminology, approach and methodology.
- **Shifting to a value-based approach**, which required selling much higher, using the language of senior executives and collaborating as a partner.
- **Catering to an array of clients**—from large to small—with a baseline of simplicity that could accommodate complex and sophisticated deals.

Adobe's entire management team agreed that the ValueSelling sales methodology was the solution. Starting with the Strategic Accounts team, Robbie saw incredible results by applying unrelenting rigor and management accountability with the ValueSelling Framework®.

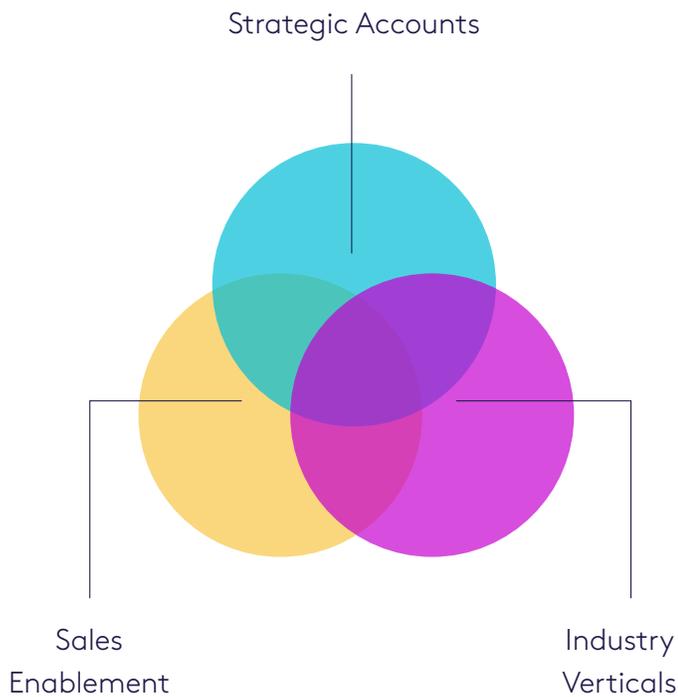
“ValueSelling has been critical to my success in growing the organization. I'm extremely pleased with how far we've come and where we're going.”

Robbie Traube, VP, Strategic & Vertical
Accounts, NA, Adobe



Executive Summary

For more than three years in a row, Adobe's Strategic Accounts National Sales Team has met or exceeded its aggressive annual sales goals by applying the ValueSelling Account Management® (VSAM) sales methodology. Follow Adobe's journey with ValueSelling as they put customers first and tap into opportunities by increasing customer satisfaction, relationships and loyalty.



“ValueSelling has a simplicity that gets conversations going. It has a sophistication that’s needed for leading-edge solutions. And it allows us to challenge our customers when they’re considering options that won’t get them to their goal.”

Robbie Traube, VP, Strategic & Vertical Accounts, NA, Adobe

Measuring and Scaling

The enablement team, led by Krista Ducey, Director of Worldwide Field Enablement, scaled the success throughout the Adobe ecosystem.

Krista secured management buy-in and funding to have all the business units learn the ValueSelling Framework based on the premise that a common value-based approach, terminology, methodology and account planning process would ensure a seamless buyer’s journey.

Now, field communications programs, campaigns, training and skills development leverage ValueSelling into use cases that are part of key programs, product releases and touch points with the field and the customer.

Three years of data on the ValueSelling Account Management approach has resulted in impressive metrics. In FY 2015 alone:

- **16 of Adobe’s top 20 deals were from Strategic and Vertical Accounts in North America.**
- **The VSAM-approach to Financial Services/Insurance customers resulted in a 318% increase in qualifying Strategic Accounts.**
- **Average number of solutions sold per customer increased from 3.0 solutions to 3.4.**

As Adobe infuses its ValueSelling sales strategy and account management process into every piece of the business, the ValueSelling methodology continues to guide Adobe to ever-greater achievements.

“The people with the most breakthroughs and wins are the ones who adopt and maintain a discipline in their use of the ValueSelling methodology and account planning process. It’s our super sauce for enabling existing teams to gain more success.”

Krista Ducey, Director, Worldwide Field Enablement, Adobe

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