



TransUnion Creates the High Performance Sales Environment®



TransUnion is a global leader in credit and information management. For more than 30 years, TransUnion has worked with businesses and consumers to gather, analyze and deliver the critical information needed to build strong economies throughout the world. TransUnion supports more than 50,000 customers in 25 countries on five continents and more than 500 million consumers worldwide.



Although running a very successful business-to-business sales operation, TransUnion executives wanted to create a “world class sales organization.” To do so, TransUnion set forth the following objectives:

Executives

- Better leverage their Salesforce.com CRM application, InTouch, which had been used primarily for contact management and forecasting, into a dynamic tool that was integral to the day to day operation
- Better drive the sales operation top-down
- Align the entire organization around a consistent, well-defined methodology supported by a CRM platform
- Provide a well-defined, consistent, accurate set of processes and tools
- Integrate and align critical sales support groups, such as Corporate Marketing and Product Development

Sales Managers

- Improve their ability to easily identify challenges and difficulties on opportunities and work with their Major Account Executives (MAE's) to quickly resolve the gaps
- Improve pipeline balance and management
- Better develop the skills of their MAE's
Provide the means to better manage their overall sales operation to achieve metric-based performance improvement

Major Account Executives

- Improve Account Planning so that MAE's fully understand the needs of their clients and translate those needs into highly targeted solutions
- Develop higher-level, more strategic relationships with their clients
- Improve their ability to execute high-level sales calls, and better define, manage, and execute complex sell cycles

Adventace provided TransUnion with the following components from our metric-driven methodology and associated CRM applications:

- **Executive Leadership: Optimizing Your Sales Operation™** was provided to help executives proactively drive the operation top-down using critical leading performance metrics.
- **High Performance Sales Management™** was provided to help managers better coach on opportunities, manage pipelines, and develop MAE skills.
- **ACE Selling™** was provided to the entire sales operation to help MAE's sell more effectively, and provide a common methodology across the operation.
- **Adventace Sales Management System (Adventace SMS™)** was integrated with *InTouch*, TransUnion's Salesforce.com application, to provide the automated end-to-end sales and sales management platform.

Summary of Results

- Year-over-year metrics:
 - Average win size increased 15%
 - Total highly qualified opportunities: Up 25%
 - Number of wins is increasing exponentially as sales teams adopt the new methodology
 - New opportunities increased significantly
- Drove a multi-year, multi-million \$ contract for incremental revenue in a down market
- Significant strides towards achieving “Trusted Advisor Status” & creating “World Class” Sales Organization
- Greatly improved execution against account plan
- Increased revenues within key accounts

Success Comments from Key TransUnion Executives

"The impact of **Adventace SMS** has been tremendous. It takes me less than 10 minutes to get a complete, accurate view of my entire region."

- Dan Smith, Vice President

"Our sales VPs are better able to identify Account Executive development needs through skill analyzer tools. They have a clear view of where their AE's are challenged and where they may need assistance. The tools provided enable our sales managers to craft focused and more precise development plans."

- Carolyn Cronin, Regional Vice President

"We have made significant strides and achieved many of our goals by using a formal sales/sales management methodology backed up completely by automation."

- Sarah Kilburg, Vice President

"Having a consistent sales methodology has helped us to better align our internal organization to our customer and around our marketplace approach. Our process and sales mentality is now focused on how we can help our customers resolve their Critical Business Issues. This is a refreshing change from the traditional 'features and benefit' approach.

- Carolyn Cronin, Regional Vice President

"We as managers and executives are now able to **drive Account Plans around the opportunity level that then translates into pipeline**, vs. the traditional customer plan that sits on a shelf. We have **greatly improved execution against our account plans** with high levels of success in delivering solutions that bring value and return on investment to our clients."

- Sarah Kilburg, Vice President

"Our MAE's are being told by their customers that, **"You really understand our business. You are really in touch with our organization."** "This would not have happened without the approach we have taken. We are viewed as being **far more consultative than we have ever been.**"

- Dan Smith, Vice President

About Adventace

Adventace® is a global sales management organization specializing in helping sales operations *Create the High Performance Sales Environment®*. We help our clients by providing them with our metric-driven sales and sales management methodology and associated CRM applications (collectively, The High Performance Sales Environment, or HPSE). The HPSE enables executives to drive consistent, reliable, and measurable performance improvement throughout their sales operation. Historically, our clients have been able to outperform past results by a factor of at least 2 to 1. *Significantly, with the HPSE your business processes drive the CRM, instead of the CRM driving you.*

With associates around the world and our offerings in twelve languages, Adventace successfully implements the HPSE for our clients worldwide.

To learn more about Adventace and how to *Create the High Performance Sales Environment®* please contact us at +1 724 443 2383 or via email at info@adventace.com
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