

Nomination Title: TELUS Wireless Business Solutions' Sales Department

- 1. Tell the story about what this nominated department achieved since the beginning of July last year (up to 500 words). Focus on specific accomplishments, and relate these accomplishments to past performance or industry norms. Be sure to mention obstacles overcome, innovations or discoveries made, and outcomes: (required)**

18 months ago Hugh Johnson joined TELUS Wireless Business Solutions (WBS) as National Director. His critical business issue was to elevate WBS proficiency to a world class sales organization while at the same time increase its sales by 20%.

WBS lacked strategy, and their sales team focused on selling a commodity. Client calls were not as effective as they could be. In addition, the level of selling and qualification skills of the reps was varied and consisted only of high performers and low performers but no "middle class." And, rep churn was 47% YOY.

Hugh believed WBS needed to implement a common sales methodology so that the reps could develop a unified and more precise selling and qualification skill set. ValueSelling was introduced to provide reps and management with a framework for understanding their customers' business and where TELUS WBS products could uniquely impact that business. Their entire team now participates in a Sales Certification Program which includes ValueSelling.

Hugh also performed a Sales Organization Health Check using the PSPTC = R model, which assesses People, Process, Structure, Training & Coaching to equal Results. Through PSPTC, WBS sales management identified key areas of opportunity and continued to drive change to further strengthen their already world-class sales organization. They also created two sales advisory boards (one comprised of reps; the other comprised of sales management) to identify additional opportunities for improvement, while connecting with executive leadership to recommend viable solutions.

He has implemented a process called Working on Winning or WOW. These are annual business plans in WBS that roll up through the organization to Hugh. These are conducted on a monthly and quarterly basis, and lead to mutually agreed upon commitments between reps and management.

In terms of rewards and recognition for sales achievement, they are ongoing and occur often.

All WBS sales processes are automated using salesforce.com, The Rochester Group, PI, Recombo, TELUS Interactive Presentation and White Springs for ValueSelling integration with salesforce.com. In fact, TELUS WBS is the only telecommunications provider in Canada using an electronic contracts process to shorten their cycles, increase efficiency and reduce paper waste.

In terms of the value that WBS was able to recognize from these new processes and training, the results speak for themselves:

- 21% YOY growth
- Increased average sales by head by 50%
- Reduced rep churn to 29% YOY
- Grew average ARPU to \$62 and got more value by average
- Increased rookie productivity by 100%
- Improved PSPTC reduced non-sales activity by 45% YOY
- Achieved 280% ROI with salesforce.com in 4 months
- Won the Platinum Award from AMEX for Most Innovative Spiff Program
- Increased responsibilities for Hugh Johnson including managing part of TELUS' wireline business

- 2. List hyperlinks to any online news stories, press releases, or other documents that support the claims made in the section above. IMPORTANT: Begin each link with http://, and enclose each link in square brackets; for example, [http://www.youraddress.com]:**

ROI Case Study – salesforce.com and TELUS

[<http://nucleusresearch.com/research/roi-case-studies/roi-case-study-salesforce-doi-com-telus/>]

- 3. Provide a brief (up to 100 words) biography about the leader(s) of the nominated sales organization: (required)**

Hugh Johnson joined TELUS Wireless Business Solutions (WBS) 18 months ago as their National Director. Prior to TELUS, Hugh held positions as VP of Sales and Client Services at St. Joseph's Communications. Prior to that, Hugh was the Director of Sales and Marketing at FedEx Kinko's. He has also held various sales positions at Shred-it, Lyreco and UPS. Hugh is a graduate of Seneca College of Applied Technology.