

Nomination Title: Trimble Mobile Resource Management's 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)**

Trimble Mobile Resource Management was struggling to hit revenue growth goals because they were focused on selling only to the small to mid-size business segment. They felt in order to expand to the desired degree, they needed to broaden their portfolio of prospects to include Fortune 1000 accounts. While Trimble had aggressive growth goals, management still had a strong eye on the cost of sales.

With enterprise accounts, the Trimble MRM sales team found it difficult to differentiate their solutions versus that of their competitors. They frequently sold on price because they could not articulate Trimble's unique differentiated value from that of the competition. In addition, they had an expensive sales force deployed against the small to mid-size accounts which produced a low return for this expensive sales force (an average of 10 subscribers).

Trimble MRM's management redeployed their most experienced and expensive sales reps to cover Fortune 1000 accounts. The goal of these field-based reps was to sell at least 500 subscribers to each of these Fortune accounts. They changed the sales model to a less costly inside sales organization for the small to mid-size business segment. Because inside sales' typical deal size was 50 subscribers or less, they would spend eighty percent of their time selling via phone and just twenty percent of their time in the field allowing Trimble to reduce costs and increase the team's productivity.

In conjunction with restructuring sales, Trimble MRM's management also introduced the ValueSelling framework, a sales methodology that helped sales learn how to link Trimble's mobile solutions to their customers' problems and to articulate the differentiated value of working with Trimble.

Their plan worked in terms of driving revenue while at the same time managing the cost of sales. Trimble Navigation Ltd's CEO was quoted as saying, "...large customers are showing significant, increased interest in our mobile products... We believe this improving sales pipeline (for MRM) has the potential to generate significant growth in revenue and profitability in 2008 in the segment."

New, enterprise accounts closed by the field included:

- DirectSat TV with 1,193 subscribers
- Beckman Coulter (transportation and distribution) with 900 subscribers
- Windstream (communications) with 2,400 subscribers.

Revenues within Trimble Mobile Solutions rose:

- 3Q08 revenues increased 4% year over year (up from \$39.2M to \$40.8M)
- 2Q08 revenues increased 3% year over year (up from \$40.9M to \$42.3M)
- 1Q08 revenues increased 47% year over year (up from \$29.9M to \$44M)
- 4Q08 revenues increased 181% year over year (*up from \$17.0M to \$47.7M)

* It should be noted the 2006 results do not include the acquisition of @Road

Even during these challenging economic conditions, Trimble MRM's revenue growth horizon remains strong while their cost of sales is considerably less than it had been.

- 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>];**

Trimble Reports Third Quarter 2008 Non-GAAP Earnings Per Share of \$0.40
[<http://investor.trimble.com/releasedetail.cfm?ReleaseID=342861>]

Trimble Second Quarter 2008 Revenue \$377.8 Million, Up 15 Percent
[<http://investor.trimble.com/releasedetail.cfm?ReleaseID=324314>]

Trimble First Quarter 2008 Revenue Up 24% to \$355.3 Million
[<http://investor.trimble.com/releasedetail.cfm?ReleaseID=306630>]

Trimble Reports Fourth Quarter 2007 Revenue Growth of 34 Percent
[<http://investor.trimble.com/releasedetail.cfm?ReleaseID=290657>]

[<http://www.trimble.com/news/release.aspx?id=100908a>]

Baton Rouge Water Company Selects Trimble to Streamline Operations and Increase Efficiencies for Field Service

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

Robert Skinner has more than twenty-five years of senior management experience in private and publicly traded software companies. Currently Mr. Skinner is group vice president, sales and marketing for Trimble Mobile Solutions. Prior to Trimble, Mr. Skinner served as executive vice president of sales, marketing and professional services at Vastera, Inc., a publicly traded global trade management software company acquired by JPMorgan, Chase Bank. Prior to that, he held various executive positions at Cysive Inc, High Branch Software and Best Software.

He holds an M.B.A. in Finance from the University of Connecticut and a B.A. in History from Quinnipiac University.