



Case Study: Accelerating Account Growth



The client

EDS (Electronic Data Systems) is a leading global technology services company delivering business solutions to its clients. EDS delivers a broad portfolio of information technology and business process outsourcing services to clients in the communications, manufacturing, financial services, healthcare, energy, transportation and consumer and retail industries and to governments around the world.

The challenge

EDS has recently won a seven-year agreement with Vodafone for IT applications development and maintenance (AD&M) services. EDS now provide AD&M project services to Vodafone across the UK, Germany, the Netherlands and Hungary. To support this agreement the key focus for EDS was to create a customer facing organisation that was able to bid, win and deliver the applications projects.

EDS in the UK wanted to improve their ability to maximise relationships and increase sales within their Vodafone client, and chose to work with Futurecurve to help them achieve this.

EDS were particularly keen to use Futurecurve's unique Value Selling Audit™ process to provide a holistic view of their entire sales process within the Vodafone account. They recognised that the Audit tool would provide them with a clear view of strengths and areas for development, with hard metrics attached. This would be coupled with action planning for moving the team forward.



Approach and solution

To provide EDS with a metrics-based overview of its sales function, Futurecurve deployed its Value Selling Audit™ approach to ascertaining the strengths and development areas of its Vodafone sales team.

Two separate workshops were run with key members of the sales and operations account team to drive out the facts and reality of what was happening with the Sales element of the Vodafone account. These workshops allowed Futurecurve to work with the EDS team to dive into all aspects of the account, and create short-term priority action plans for key team members.

Futurecurve ran the workshop output through the Value Selling Audit™ process and produced clear, metrics-based results plus recommendations for action.

Results and benefits

As a direct result of the work undertaken by Futurecurve, EDS were able to create a highly-focused sales and account plan for Vodafone that included: action plans, relationship plans, and clear role definitions.

The Value Selling Audit™ output also gave hard measures for the entire sales area, allowing a benchmark to be created and progress on actions tracked on a quarterly basis. Targets were also defined for individuals on the Vodafone account.

“Business development within an account structure requires more than just pipelines and relationship plans. Whilst these are key, Futurecurve’s Value Selling Audit™ proved to be a valuable way of helping EDS have a holistic view of all the facets of business development. It enabled us to see the areas where we need to prioritise time and attention.” Martin Linstrom, Vodafone Account Business Development Director, EDS

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