

Profile: Thunderhead

Thunderhead (www.thunderhead.com) enables leading organizations to manage their enterprise communications, maximizing top-line benefits and cost savings, while improving customer interactions. Thunderhead has redefined the document generation market by providing an integrated technology platform that delivers the most comprehensive and innovative set of solutions for enterprise communications.

Thunderhead occupies a market-leading position and is experiencing rapid growth. The organization was looking to contract with a single provider who could help it manage a constantly increasing sales force through standardized approaches and language, fully engage on only the right deals, and correctly quantify the investment of resources necessary to close those deals.

The Solution

Thunderhead selected Dealmaker for TAS Opportunity Management, offering;

- Target Account Selling methodology, favored by leading sales organizations across the world, to increase win rate
- Sales Process Optimization, to ensure the Thunderhead sales process is optimally aligned to the buying processes of its customers
- Dealmaker software, including sales process, forecast and pipeline, to enhance productivity, enforce best practice and accelerate revenue
- Dealmaker Virtual Learning System, to reinforce knowledge and application when and how the salesperson needs it.

The Implementation

Thunderhead invested in Dealmaker at the end of 2007. At the beginning of 2008 the solution was rolled out to its regional sales forces from North America, EMEA and Australia.

Although driven out of Thunderhead's offices in the UK, the Dealmaker initiative is global, designed to harmonize sales efforts, drive momentum and increase ramp up times across disparate sales forces.

About the TAS Group

The TAS Group delivers improved sales effectiveness through our unique blend of sales technology and experience, resulting in 89% better quota achievement. Our industry-leading methodology has helped more than 650,000 sales professionals find and close more deals, and our proven sales process makes your forecast and pipelines accurate by putting science behind it. And because on-the-job training is the most effective way to learn, our virtual learning system is available to your sales team for daily use worldwide - reinforced by expert coaching. It all gets delivered through our Dealmaker technology - the on-demand application that enhances your existing CRM system to produced sustained results. Headquartered in Seattle, with international offices in the UK and Ireland, the TAS Group is the only sales effectiveness organization with a continuous multi-million dollar investment in its own methodology and technology R&D center. The TAS Group also hosts and moderates The Sales 2.0 Network ('S2ON'; www.sales20network.com), a global, virtual, thought-leadership forum to discuss issues relevant to sales professionals in a Web 2.0 world.

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Voice of the Customer



Mark Hughes
SVP, Global Sales Operations

"The methodology really puts a magnifying glass on what's important to me: getting the strategy right, expanding the requirements, qualifying out where necessary, keeping control when the contract is in sight. Before TAS we wasted two weeks on a deal we never should have touched. That doesn't happen now.

"The software is functionally very rich, particularly compared to other solutions I looked at. I like the clarity we get from mapping out the political structure of our customer organizations and the PRIME actions really keep the teams focused. It's also great to know that I can rely on one very responsive organization for both the sales and technology support.

Dealmaker gives me the tools I need to justify the resources required to get the largest deals over the line. Plus, we have more complete CRM data because of the rigor that TAS and Dealmaker bring and that will greatly improve forecasting accuracy."