

# DEALMAKER SUCCESS SNAPSHOT

## Profile: FleetPartners

FleetPartners ([www.fleetpartners.com.au](http://www.fleetpartners.com.au)) is a leading fleet leasing and management company with a mission to be the recognized leader in hassle-free fleet outsourcing solutions in Australia and New Zealand. FleetPartners head office is in Melbourne, Victoria with sales offices throughout both Australia and New Zealand, supported by over 300 staff. Currently 60,000 drivers in Australasia drive passenger cars, commercial vehicles and trucks supported by FleetPartners fleet leasing and management services. FleetPartners is driven by service and focus on finding the solutions to individual needs, in partnership with businesses.

### The Problem

FleetPartners uncovered a misalignment between the needs of the market and some aspects of its selling methods, processes and systems. The Customer Relationship Management (CRM) system was also underutilized by the selling organization and there were weaknesses in pipeline management and progression.

FleetPartners therefore sought a sales performance solution with a solid methodology, consistent process, and better forecasting, embedded into their CRM system to encourage and reinforce selling best practice.

### The Solution

FleetPartners selected DealMaker® TAS Opportunity Management Edition, which included:

- Target Account Selling methodology, favored by leading sales organizations across the world, to increase win rate and win predictability
- Sales Process, optimized to market and customer buying processes, to bring a common view and approach to opportunities and control to the sale
- The DealMaker platform, designed around the needs of the salesperson, to enhance productivity, optimize CRM compliance and underlying data quality, reinforce best practice and so accelerate revenue.

### The Implementation

FleetPartners invested in DealMaker and Target Account Selling in the third quarter of 2008, with implementation and full 'learn and apply' training, conducted by an experienced and culturally attuned instructor, all completed within a few days.

### The Results

FleetPartners enjoyed both immediate and sustained benefits from DealMaker, with a sharp increase in new opportunities and a 'hockey stick' effect on the number of won accounts. Pipeline management and progression became more scientific across the company and sales people's use of the CRM system increase radically.

### About The TAS Group

The TAS Group provides sales performance automation to companies that want to achieve sustained, predictable and profitable revenue growth, and has helped over 650,000 sales professionals around the world to succeed. We deliver proven sales methodology and process with our DealMaker on-demand sales performance automation platform, which integrates with popular CRM products from salesforce.com, Oracle, and Microsoft. The TAS Group is headquartered in Seattle, with international headquarters in Dublin, Ireland, and Reading, England.

## Voice of the Customer



**Adam Trevaskus**  
Director Sales & Marketing

*"I was looking for not just a tool, but good methodology and a properly aligned sales process with clear qualifying steps and less subjectivity. Dealmaker and Target Account Selling have really helped us embed our sales best practices.*

*"From the outset the number of won accounts increased significantly. We experienced a five-fold increase in new business writings this year and expect to double them again during next year.*

*"The beauty is combining this into our CRM system, so that it gives us various diagnostics and metrics. It's also a great by-product of our sales people using the system.*

*"Even when we lost a tender, we could take our TAS plan to the customer, find out where we could do better and build this into our improved approach. We are much better now at judging whether or not to bid in the first place. Dealmaker takes luck out of the equation for us, and makes our sales people better at self-managing and more productive."*