

## Profile: ITS



International Turnkey Systems ('ITS'; [www.its.ws](http://www.its.ws)) is the leading provider of cutting-edge integrated information technology solutions to a wide spectrum of industries and government entities across the Middle-East, Africa, the Asian region and beyond. Established in 1981, ITS's vision is to achieve international standing, and deliver the best IT solutions available to the satisfaction of its customers. It has achieved this through careful planning, investment in innovation and people, a focus on quality, an implementation of best management practices and a steadfast commitment to the communities it serves.

### The Problem

In 2007 ITS made significant investment in a new CRM system. By 2008/2009, CRM system logins by the sales force had dropped unacceptably and ITS was finding it difficult to convey to sales the benefits of regular use of the system. Forecast analysis was also still completed as a manual process and was often not accurate enough. ITS therefore sought a sales performance automation solution with a solid methodology, consistent process, and better forecasting, embedded into its CRM system to encourage and reinforce selling best practice.

### The Solution

ITS selected DealMaker® TAS Opportunity and Account Management Suite:

- 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
- Account Management methodology, to provide a common structure for planning, finding, creating and winning important opportunities
- 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

ITS invested in DealMaker and Target Account Selling in the fourth quarter of 2009, with implementation and full 'learn and apply' training, conducted by an experienced and culturally attuned instructor, all completed within a few days.

### The Results

ITS enjoyed immediate increased adoption of the CRM system, as well as accurate, scientific forecasts, and completed 25 key opportunity and account plan reviews. ITS is now working on sustaining the all-important changes in sales behavior.

### About The TAS Group

The TAS Group ([www.thetasgroup.com](http://www.thetasgroup.com)) 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



**Imrana Ghani**  
Sales Operations Manager

*"ITS has ambitious goals for 2015 and was looking to increase revenues, win rate and drive a better Account Planning process through the selling organization. We were convinced that if we could get the right IP in the CRM system and get our sales people to see the benefits of following it consistently through the CRM, then the top-line revenues would follow."*

*"DealMaker was the perfect answer to demonstrate to our managers the true benefits of following sales methodology and sales process inside the CRM system. Our business is subject to long sales cycles, so in the early days and weeks following implementation we have really focused on measuring the types of new behavior that will continue to pay us back in the long term."*

*"The TAS Group is genuinely different. They view our sales success as being as important to them as it is to us. They walked the whole way with us, guiding us on milestones, measuring success, best practice and ultimately on how we can be successful. This was the extreme difference for us."*