

Case Study:

Creating A Sales Center Of Excellence



■ BACKGROUND

Elavon provides end-to-end payment processing services to merchants and financial institutions in the United States, Puerto Rico, Canada, and throughout Europe. Their payment products are supported by the most reliable network in the industry and include credit and debit card processing, electronic check services, gift cards, dynamic currency conversion, multi-currency support, and cross-border acquiring.

■ CHALLENGES

Needed to create a "Center of Excellence" around relationship management and tele-sales that captures and quickly shares best practices, and delivers more scale and efficiency

Structure compensation and incentives to reinforce successful behaviors and organizational focus

■ APPROACH

Refined the organizational structure to facilitate collaboration and most effective solution presentation to the customer

Better defined account lead and support roles for focus verticals to improve solution development and sales close rates

Developed services tiers to capture incremental revenue opportunities

Established efficient follow-up with customers for up-sell/cross-sell opportunities

Socialized organizational and process changes with sales leadership team

Created change management and risk mitigation plan

RESULT

Brought clarity and alignment to Elavon's Go-To-Market strategy through an integrated global sales organization with defined roles and rules of engagement, improved direct and indirect channel strategies, and differentiated treatment of partners & customers

