

Industry	Account	Resource	Description	Product	Resource Type
Business Services	Experian	International Case Study: Experian	Experian implemented Miller Heiman's Strategic Selling® and (Large Account Management Process) LAMP® throughout all customer facing staff in Northern Europe and the Middle East.	Combined	Case Study
Business Services	Interleasing	International Case Study: Interleasing	The introduction of a structured programme incorporating Miller Heiman's Strategic Selling®, Conceptual Selling® and LAMP®(Large Account Management Process).	Combined	Case Study
Business Services	Integrated Labeling Systems	Success Story: Int Labeling Systems	Discuss their use of Strategic Selling to make their first million dollar sale.	Strategic Selling	Client Success Story
Business Services	Luminant Worldwide Corporation	Success Story: Luminant Worldwide	In September 1999, eight of the top 50 e-services consulting, creative, and technology companies joined to form Luminant Worldwide Corporation	Combined	Client Success Story
Business Services	Volt Services Group	Success Story: Volt Services Group	From Bestfew, Q4 of 2002, about turning the way they sell into a competitive advantage.	Strategic Selling	Client Success Story
Consumer Products	Lego	Client Engagement Summary: Lego	Engagement summary for Lego in July of 2002. Strategic Selling was determined to be the starting point for the engagement. It was rolled out at the Lego national sales meeting and was followed by Conceptual Selling and LAMP a few months later. The entire sales force of 45 salespeople and directors went through all programs, including LAMP.	Combined	Client Engagement Summary
Finance and Insurance	Principal Financial	Success Story: Principal Financial	From Bestfew, Q4 of 2001, discusses how to leverage the Charter Statement to retain large accounts.	Large Account Management Process	Client Success Story
Finance and Insurance	Wells Fargo	Success Story: Wells Fargo	From Bestfew, Winter of 2000, dirty green sheets	Conceptual Selling	Client Success Story

Finance and Insurance	Allianz Australia	Case Study: Allianz Australia	As part of a major change initiative, one of Australia's largest insurers has teamed up with Miller Heiman to standardise its approach to selling.	Strategic Selling	Case Study
Finance and Insurance	AON	International Case Study: AON	Aon Risk Services has co-ordinated and refined its approach using Miller Heiman's Strategic Selling®, programme, and in doing so has dramatically improved its success rate while achieving greater control over the cost of winning new business.	Strategic Selling	Case Study
Healthcare	Johnson & Johnson	Success Story: Johnson & Johnson	From Bestfew, May 1999, Johnson & Johnson's Caribbean Region boosts sales by 25 percent using Miller Heiman.	Strategic Selling	Client Success Story
Healthcare	Eclipsys	Client Engagement Summary: Eclipsys	From June of 2002, a summary of engagement with Eclipsys (healthcare software) implementation of SS.	Combined	Client Engagement Summary
Healthcare	Smith & Nephew	Client Engagement Summary: Smith & Nephew	From August of 2002, this is a summary of an engagement with healthcare company, SmithNephew, with LAMP as a solution to align the objectives of the national account groups and field salespeople.	Large Account Management Process	Client Engagement Summary
Healthcare & Medical	CHR Hansen	International Case Study: CHR Hansen	CHR Hansen implemented Strategic Selling.	Strategic Selling	Case Study
Healthcare & Medical	Clerical Medical	International Case Study: Clerical Medical	By implementing Miller Heiman's Conceptual Selling® programme Clerical Medical aims to have a better understanding of the motivations of both parties and make every sales call count.	Conceptual Selling	Case Study
Hospitality and Food Service	Compass Group	International Case Study: Compass Group	By adopting Miller Heiman's 'Strategic Selling®' as a key element of its global programme, the company has increased contract win rates, boosted business retention and created a strong platform for	Strategic Selling	Case Study

intra- and inter-company teamwork.

Hospitality and Food Service	Grupo Posadas	Success Story: Grupo Posadas	Discusses the importance of uncovering additional buying influences	Combined	Client Success Story
Industrial & Chemical	Emerson	International Case Study: Emerson	Using Miller Heiman's Strategic Selling® and Large Account Management Process (LAMP®) programmes, Emerson Process Management has built an approach geared to long-term partnerships.	Combined	Case Study
Industrial and Chemical	Fina Oil	Success Story: Fina Oil	From Bestfew, August 1999, using the Strategic Selling® process to lead to a \$10 million sale.	Strategic Selling	Client Success Story
Industrial and Chemical	Omni Services	Success Story: Omni Services	The Blue Sheet leads to a \$5 million sale for Omni Services	Strategic Selling	Client Success Story
Industrial and Chemical	Atlet	Client Engagement Summary: Atlet	From July 2002, describes how a dormant Strategic and Conceptual Selling CA is re-engaged in Miller Heiman	Combined	Client Engagement Summary
Industrial and Chemical	Dupont	Client Engagement Summary: Dupont	From September 2002, this is an engagement summary for Dupont's Textiles and Interiors division in which Negotiate Success was determined to be the immediate solution to address the issue of pricing pressures created by the competition and product maturation.	Negotiate Success	Client Engagement Summary
Manufacturing	Alpha Wire	Success Story: Alpha Wire (full version)	From Bestfew, Q1 of 2003. Story outlining the success of one company in bringing together sales process with their CRM application and applying it to the field.	Strategic Selling	Client Success Story
Manufacturing	Alpha Wire	Success Story: Alpha Wire (shortened version)	From Bestfew, Q1 of 2003. Story outlining the success of one company in bringing together sales process with their CRM	Strategic Selling	Client Success Story

application and applying it to the field.

Manufacturing	Heatron	Success Story: Heatron	About managing a geographically diverse sales force.	Combined	Client Success Story
Manufacturing	Salof Refrigeration Company	Success Story: Salof Refrigeration Co.	A technical buyer for his company could be a coach for the competition	Strategic Selling	Client Success Story
Manufacturing	Balanced Body	Client Engagement Summary: Balanced Body	From July 2002, this engagement summary is about an athletic gear manufacturer, Balanced Body, whose sales team will participate in an SS/CS program.	Combined	Client Engagement Summary
Media	Ziff Davis	Client Engagement Summary: Ziff Davis	From August 2003, this case study shows how Ziff Davis used Miller Heiman's programs to re-energize and re-focus their sales organization.	Combined	Client Engagement Summary
Media	Auto Trader	International Case Study: Auto Trader	Auto Trader have helped their customers make more money, their salespeople improve their professionalism and the company improve its bottom line by £¼ million as a result of implementing Miller Heiman's Conceptual Selling® process.	Conceptual Selling	Case Study
Pharmaceuticals	CHR Hansen	Case Study: CHR Hansen	CHR Hansen uses SS to provide a step-by-step procedure for qualifying business opportunities that resulted in better focus and accurate forecasting, as well as promoting the communications and teamwork that are essential for effective management of international accounts.	Strategic Selling	Case Study
Pharmaceuticals	ThoughtBridge	Case Study: Sell on value, not price	A case study explaining how to sell on value instead of price.	Negotiate Success	Case Study
Technology and Software	eMag	Success Story: eMag	From Bestfew, Q3 of 2002, about gaining the confidence to close complex sales	Combined	Client Success Story

Technology and Software	KLA Tencor	Success Story: KLA Tencor	Discusses how Conceptual Selling helped KLA uncover a client's needs and refocused their strategy on the correct business issues.	Conceptual Selling	Client Success Story
Technology and Software	Microchip Technology	Success Story: Microchip Technology	Reinforcement Best Practices for Blue and Green Sheet sessions	Combined	Client Success Story
Technology and Software	Microvision	Success Story: Microvision	A process for doing business with the US military.	Combined	Client Success Story
Technology and Software	Pairgain Technologies	Success Story: Pairgain Technologies	Pairgain Technologies nabs additional \$500,000	Strategic Selling	Client Success Story
Technology and Software	Veridian Engineering	Success Story: Veridian Engineering	From Bestfew, July of 2000, a common business development language to manage business development opportunities	Combined	Client Success Story
Technology and Software	Valtech	Client Engagement Summary: Valtech	From June 2002, this is an engagement summary for technology company, Valtech, to run an initial program for 15 salespeople, managers, and principals in a Strategic Selling private session.	Strategic Selling	Client Engagement Summary
Technology and Software	Thales	International Case Study: Thales SS LAMP_07_04	Following privatisation in the late 1990s, the electronics group Thales (then Thomson-CSF) set about strengthening its market position and adapting to change. Implementing Miller Heiman's processes, Strategic Selling and Large Account Management Programme as part of a major sales improvement initiative has streamlined its sales approach worldwide and reinforced corporate values.	Combined	Case Study
Telecommunications	Symbian	International Case Study: Symbian	Case study for implementation of SS and LAMP in telecom industry company.	Strategic Selling	Case Study

Telecommunications	T-Mobile	Client Engagement Summary: T-Mobile	From August of 2002, a summary of a T-Mobile solution in which Strategic Selling and Conceptual Selling were rolled out this year, and all managers in the enterprise group (about 25) are set to attend Manager's Coaching.	Combined	Client Engagement Summary
Telecommunications	O2	Case Study: O2	Successful Relationship Management: Aligning Sales and Service Objectives Leading communications provider, O2 adopted the Miller Heiman methodology for both account management and new business development. Now the company has extended the programme to Service Relationship Managers with the aim of providing absolute customer service and reducing the cost of service delivery for its business customers.	Strategic Selling	Case Study
Telecommunications	O2	International Case Study: O2	O2 implemented LAMP and Strategic Selling.	Combined	Case Study