



Adventace® LLC
2166 Chardonnay Circle
Gibsonia, PA 15044

Sherri Sklar Addresses the Australian Trade Commission

CEO's hear upbeat message about creating "High Performance Sales in America"

NEW YORK, NY. – May 25, 2004 Sherri Sklar, a Principal with Adventace, LLC. addressed an all-star group of CEO's from Australia, keen on learning how to break into the American market and build a successful sales effort here.

Ms. Sklar spoke about a variety of issues that can stymie any sales organization: such as, a poor amount of and/or poor quality of prospecting, inaccurate forecasts, inadequate and imbalanced pipelines, causing what is commonly referred to as "hockey stick" performance, not understanding the importance of working with the client's 'buying committee', calling too low in an organization, being surprised by losing late in the sell cycle without knowing why, responding to RFP's written by the competition, and having a poor understanding of the client's critical business issues. "These issues and more are prevalent among some of the top sales organizations in the U.S.", Ms. Sklar said. "So Australian companies can outperform its competition through excellence in sales execution."

The CEO's learned how to overcome these issues with effective sales process and partnering strategies. Ms. Sklar divulged several points that could make a difference in a sales execution and therefore a sales organization's numbers. "First, align your sellers with your buyers' buying process," she said, "Next, help your sales organization become better business consultants through the use of customized knowledge tools, such as prospecting scripts, need development scripts, and models of letters that can be used with clients." "Third," she continued, "proactively manage your partners and direct sales people by getting a bigger "window" each month into the revenue stream coming in; that is, don't just ask your partners to deliver the final target revenue number you expect, and then sit back and wait for it to come in. Set intermediate goals, such as goals for prospecting, and goals for highly qualified opportunities, as markers that can indicate well before the end of the month, the level of performance your partner or direct salesperson is demonstrating."

In addition, Ms. Sklar went on to illuminate how a company new to the U.S. market needs to devise a partnering strategy that: a) helps to select the right partner, b) build a better value proposition with that partner, and c) manage and motivate the partner to achieve excellent sales results.

"We were thrilled with the response to Ms. Sklar's speech," said Chris Knepler, Senior Business Development Manager, Australian Trade Commission. "Ms. Sklar, in a single presentation, has seemed to capture the exact issues our CEO's are grappling with, as well as present cogent, and extremely valuable ideas on growing their businesses in the U.S." "The



CEO's of these companies are not easily impressed, but they were tonight."

About the Australian Trade Commission

The Australian Trade Commission (Austrade) is a federal agency helping Australian companies win overseas business for their products and services by reducing the time, cost and risk involved in selecting, entering and developing international markets. Austrade is represented by more than 100 offices in 58 countries, including an extensive domestic network through Australia. Austrade offers practical advice, market intelligence and ongoing support (including financial support) to Australian businesses looking to develop international markets. Austrade also provides advice and guidance on overseas investment and joint venture opportunities, and helps put Australian businesses in contact with potential overseas investors.

About Sherri Sklar

Ms. Sklar is a Principal of Adventace, LLC., a leading sales and sales management consulting firm, focused on helping clients create a "High Performance Sales Environment"™, where a company's sales results are highly predictable, measurable, and can be sustained, even in down markets. Further, clients are able to create a sales environment where they see continuous and measurable performance improvement across the operation.