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Guide Technologies Selects Adventace

Pittsburgh PA - April 1, 2004 Adventace, LLC, a global sales consulting firm dedicated to helping its clients achieve a 'High Performance Sales Environment', recently announced it has implemented the ACE Selling methodology at Guide Technologies.

Guide Technologies, headquartered near Cincinnati Ohio, is a leading supplier of ERP software and services to mid-tier manufacturing companies.

Senior Executives, Sales, Support, and Marketing personnel attended the workshop that was conducted at Guide Technologies headquarters. Comments from the attendees included:

"Sales Management process is outstanding"

— Fred Cramer, VP of Sales and Marketing

"The techniques are most appropriate for our high tech and conceptual sales of software and services"

— John James, Sales Manager, New Accounts and Presales

"Most sensible process and set of tools I have seen in 10 years"

— John Rapp, Account Executive, New Accounts

"Great process for the sales organization to implement for our software and services"

— Shawnee Parris, Marketing Coordinator

Since completing the event, Guide Technologies has reported a smooth implementation of the methodology into their operating environment.

About Guide Technologies

Guide's vision is to guide manufacturers and distributors through the complex world of information technology and make recommendations that will provide maximum return on their investments. Guide's consultants have broad knowledge and experience across the major manufacturing, accounting and distribution applications available through Guide Technologies. The consultants' experience, which averages over 14 years, spans a number of industries including automotive, consumer goods, paper, steel, electronics, and many others. The strong foundation of industry experience combined with an approach based on structured requirements definition and planning methodology results in high-quality information systems implementations.

Since 1997, Guide has helped over 350 clients successfully implement cost saving solutions in many diverse operating environments. For more information, please visit Guide Technologies at www.guidetechnologies.com or call 513-631-8800



About Adventace

Headquartered in the Pittsburgh, PA, area, Adventace® is dedicated to helping technology companies achieve consistent, reliable, and measurable sales performance improvement through the creation of a "High Performance Sales Environment™" (HPSE).

Adventace helps its clients achieve the HPSE™ through a suite of highly targeted, integrated service offerings, which include:

- An Executive Leadership program, coupled with a proven process called the Executive Operations Review, designed to help Executives define and drive effective sales culture throughout their sales operation.
- A High Performance Management program, focused on the "Four Pillars of Sales Management. The Pillars include opportunity assessment, pipeline balance and forecast management, people development, and a continuous (measurable) performance improvement processes.
- A suite of integrated sales workshops, including Territory Planning, Account Planning and Opportunity Identification, ACE Selling Workshop (targeted to selling complex solutions to "power" buyers), and a Foundation workshop, targeted to people selling in a high transaction environment and people who are new to selling.

Adventace® believes that its integrated offerings, their comprehensive implementation program, and its performance guarantee are unique in the industry.

Adventace has an extensive North American, European, South American, and Asian/Pacific network of Associates to deliver its services to clients. For more information about Adventace® please visit the company's web site at www.adventace.com or call 1-724-443-2383.