



ADVENTACE®
CREATE THE HIGH PERFORMANCE SALES ENVIRONMENT

Methodology Driven by Automation to Create The High Performance Sales Environment®

Create The High Performance Sales Environment® with Adventace

Adventace® is a global change management firm specializing in helping our clients *Create the High Performance Sales Environment®*. Results are achieved through our enterprise-wide sales management methodology and supporting set of automated applications. We call this integrated, metric-driven system *The High Performance Sales Environment* (HPSE). The HPSE delivers predictable results, measurable and sustainable performance improvement, and confidence that expected results will be achieved. Historically, our clients outperform their past results by a factor of at least 2 to 1. Some of our clients include Agilysys, Computer Associates, EMC, Oracle, SolidWorks, SunGard, and TransUnion.

With Associates around the world and offerings in eight languages, Adventace has provided the HPSE worldwide to nearly 20,000 executives, sales managers, channel managers, and sellers.

Methodology Provides Top-Down Holistic Approach to Running the Sales Operation

The HPSE provides a top-down, holistic approach to running the sales operation, allowing executives to define a successful sales culture based on continuous performance improvement. Using key metrics, the HPSE provides visibility into sales performance worldwide, and empowers the entire sales operation to achieve measurable results. As the diagram shows, our programs target key people in the sales operation with the appropriate processes, tools and metrics. Those programs include:

- Executive Leadership: Optimizing Your Sales Operation,
- High Performance Sales Management and High Performance Channel Management,
- Sales planning programs, including Territory Planning and Account Planning & Opportunity Identification,
- Sales execution programs include sales basics (Foundation) & complex solution sales (ACE Selling).



Methodology Driven by Automation

Through partnership with companies such as Salesforce.com and as depicted in the Adventace® Methodology and Application Map that follows, we have automated the entire methodology into a cohesive end-to-end sales and end-to-end sales management system.

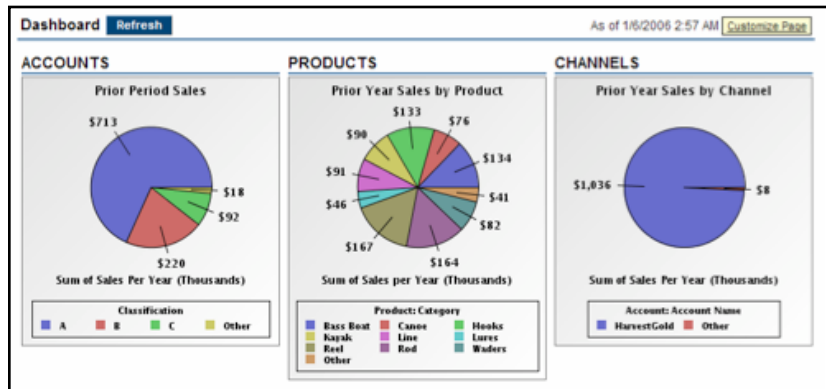
Adventace High Performance Sales Environment® Methodology and Application Map

Adventace® System		Client Engagement Plan	
		Planning	Execution
Methodology	Sales Programs	Territory Planning Account Planning	ACE Selling
	Management Program	High Performance Sales Management	
Automation	Sales Applications	HarvestGold Planner™ Adventace AAPT™	Adventace SMS™
	Management Application	Adventace SMS™	

End-to-End Sales System

We provide an end-to-end sales system with complete planning and execution components. The planning components include **HarvestGold Planner** for Territory Management, which helps sales people managing a territory with a large number of accounts, and **Adventace AAPT (Account Alignment Planning Tool)** for account planning, which enables account executives to better penetrate key accounts.

The planning applications help identify and prioritize opportunities, which then leads seamlessly to opportunity execution.



In fact, where planning ends, opportunity execution begins. The opportunity execution system provided through **Adventace SMS (Sales Management System)** helps sellers, managers, and support personnel by providing the means for effective execution and management of opportunities.

End-to-End Sales Management System

Also through **Adventace SMS**, we provide an end-to-end sales management system. Adventace SMS provides sales management with the means to better assess and manage opportunities and the resources involved on those opportunities, better manage pipelines, accurately forecast, measurably improve the performance of both sellers and sales managers, and, through use of key process metrics, help executives drive the operation top-down to achieve continuous performance improvement.

