

## ADVENTACE® INTRODUCES SALES MANAGEMENT SYSTEM

### *World's First SFA/CRM Application Driven by a Sales Management Methodology*

**Pittsburgh - July 19, 2006** - Adventace, LLC has created the world's first customer relationship management (CRM) application driven by a proven sales management methodology. Developed to work with Salesforce.com's on-demand CRM platform, Adventace's Sales Management System (SMS) delivers an end-to-end view of a client's sales operation and helps executives drive measurable performance improvement.

"Most businesses today encounter difficulties when utilizing their sales force automation (SFA) and (CRM) solutions because the technology does not match the organization's sales management processes," said Bob Junke, founder and CEO of Adventace. "With Adventace SMS, instead of the technology driving the sales operation, people using highly effective business processes leverage the technology."

The initial partnership with Salesforce.com enables Adventace SMS to work seamlessly within a client's Salesforce.com environment. Future plans include integrating the Adventace sales management methodology with other leading SFA and CRM platforms.

Adventace developed the application to better support current and future clients who embrace its enterprise-wide sales and sales management methodology, *The High Performance Sales Environment* (HPSE). HPSE processes are at the heart of the Adventace SMS application. Functionally, Adventace SMS provides executives and sales managers with an end-to-end view of their sales operation, allowing them to better manage opportunities and resources, balance pipelines, accurately forecast and, using key performance metrics, measurably improve results throughout their sales operation. Adventace SMS also provides strong human resource development functionality designed to significantly improve the performance of sellers, sales managers, and channel managers.

"In order for Adventace, or any sales methodology, to truly bear fruit, it has to be supported by automated processes that can be easily adopted by the sales organization and absorbed into the culture of a company," said Al Leary, senior vice president, TransUnion Settlement Solutions, Inc. "The Adventace SMS will align our SFA and sales processes with the Adventace methodology to create a highly efficient and effective sales culture. We expect it to help transform the pipeline improvements achieved thus far into increased sales performance."

Specific functions of Adventace SMS include:

- **Opportunity Management for Sellers:** Helps sellers manage their opportunities based on key opportunity information (buyer-critical business issues, capabilities required, power level of buyers, action plan, etc.). Automatically generates key sell cycle control letters for sellers to send to buyers.
- **Opportunity Assessment and Management for Managers:** Helps managers quickly identify problems and potential fixes on opportunities, determine whether to disqualify the opportunity, manage resources, and accurately assign the appropriate milestone to an opportunity to facilitate communications, pipeline management, and forecasting.
- **Pipeline Management:** Automatically builds key pipeline analytics, determines pipeline balance against goals, and, when pipelines are imbalanced, quantitatively determines what must be done to achieve pipeline balance for all levels of the organization.
- **Forecasting:** Builds accurate opportunity-based forecasts for all levels of the organization.
- **People Development:** Provides assessment tools and development plans for all critical skills needed for sellers, sales managers, and channel managers to excel.
- **Key Performance Metrics:** Key metrics that reflect performance at all levels of the organization are tracked against goals, providing management and executives with the ability to take timely surgical actions.

## About Adventace

Adventace® is a global sales management firm specializing in helping sales operations *Create the High Performance Sales Environment®* (HPSE) through an integrated, metric-driven set of products and services. HPSE is an enterprise-wide sales and sales management methodology that is the heart of the Adventace SMS application. HPSE delivers predictable results, measurable and sustainable performance improvement, and confidence that expected results can be achieved. Historically, clients have been able to outperform their past results by a factor of at least 2 to 1. Some Adventace clients include Cisco, Computer Associates, CTG, EMC, Marconi, Oracle, SolidWorks, SunGard, and TransUnion.

With associates around the world and offerings in eight languages, Adventace has implemented the HPSE worldwide and trained nearly 20,000 executives, sales and channel managers, and sales personnel. For more information, visit <http://www.adventace.com> or call 724-443-2383.