



**ADVENTACE®**  
CREATE THE HIGH PERFORMANCE SALES ENVIRONMENT

Our business is helping companies Create The High Performance Sales Environment.

Adventace is a global sales consulting firm. We are dedicated to helping our clients achieve consistent, reliable, and measurable sales performance improvement.

**Our clients historically outperform their past results by at least a factor of 2:1.**

At Adventace, we believe in getting results. Ideas, techniques, and theories can come from anyone. However, working with some of the industry's most knowledgeable, experienced sales consultants, who are driven to help you achieve measurable results, is different.

Adventace is different. Adventace has created what our clients say is a powerful and proven enterprise sales management system, along with the most experienced and knowledgeable sales consultants in the industry—to help our clients make a measurable difference in their organizations.

Adventace consultants average a minimum of 20 years experience in getting stellar sales results. The majority of us have been sellers, consultants, and sales managers. Additionally, many of us have held sales and marketing leadership roles and CEO positions.

***We have earned customer's comments such as, "Best consultants I've ever worked with. Period", and, "I don't know how we would have achieved the results we did without the help of Adventace".***

Bottom line: Adventace gets results. Not just any results... Measurable results.

### **Objectives**

We help our clients create the High Performance Sales Environment. This enables them to achieve:

- Predictable results
- Measurable and sustainable performance improvement
- Confidence on the part of executives that objectives will be met.

### **Four Step Approach**

1. Using the Adventace Readiness Diagnostic Survey Instrument™, we analyze your sales operation against best practices to identify gaps preventing optimal performance.

2. We customize a program for your sales operation. The foundation for customization is the extensive set of programs that make up our methodology, the High Performance Sales Environment™.

3. We then roll-out a tailored implementation program that could include:

- Executive Leadership training to help executives drive their operation and create the culture they seek
- Sales Management training to help managers (direct and/or channel) better assess opportunities, achieve predictable balanced pipelines, accurately forecast, identify and help sellers surgically resolve difficulties
- Analyze your market and territories, identify where the best opportunities are, and allocate resources accordingly
- Help sellers learn how to conduct highly effective sales calls with "above the power line" buyers and to define, manage, and control complex sell cycles.

4. Finally, through our **in-field consulting assistance**, we make sure that your operation is functioning at peak performance levels, as measured by best practice metrics. Your measurable results are very important to us. In fact, we help clients achieve measurable results backed by our [unique performance guarantee](#).



## The High Performance Sales Environment

HPSE is an enterprise sales management system. The HPSE consists of processes, tools, and a knowledge repository designed to impact the entire sales operation along with organizations whose interface with sales is critical.

## HPSE DIAGRAM

The High Performance Sales Environment (HPSE) is an enterprise sales management system. The HPSE consists of processes, tools, and a knowledge repository designed to impact the entire sales operation along with organizations whose interface with sales is critical (i.e., Finance, Human Resources, Marketing, Services and Support, Product Development, etc.). It is backed by a set of services to help clients successfully achieve long-term, sustainable performance improvement.

The HPSE consists of four integrated layers:

### Layer 1: Executive Leadership

Executives are provided with the processes and tools required to:

- Drive and control their sales operation,
- Create a highly productive sales culture through a program focused on continuous improvement.

Often what is missing in an organization is a sales culture built around the strategic goals set by senior management, and a lack of an inspection process to ensure attainment of those goals. Processes and certain standard communications between Executives, Senior Managers, First Line Sales Managers, and Sales need to be in place to achieve a high performance sales culture. We call this "Inspect What You Expect".



Adventace's [Executive Leadership Services](#) assist clients in adapting these processes to their own culture.

### Layer 2: Management

The HPSE management system is based on the Four Pillars of High Performance Management™. It is designed to help both direct sales managers and channel managers. For sales managers, the pillars provide the processes and tools necessary to help better manage the sales operation and measurably improve performance of the sale people. For channel managers, the pillars provide the processes and tools necessary to help better manage partners, opportunities, and the overall sales operation.

### The Four Pillars of High Performance Management

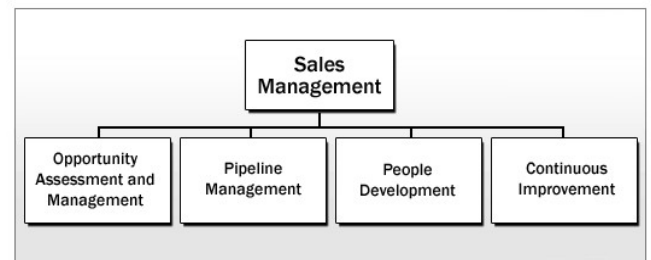


Diagram 4.4 The Four Pillars of High Performance Management

### Management Services

Managers are shown how to utilize the Four Pillars of High Performance Management™ in the field leading to measurably improved operational performance through two core workshops:

- High Performance Sales Management™, a workshop for sales managers.
- High Performance Channel Management™, a workshop for channel sales managers.

### Layer 3: Sales

The HPSE sales system provides sales people with a set of four comprehensive, integrated capabilities:

- Market & territory strategy development
- Account planning
- Opportunity identification
- Opportunity execution.

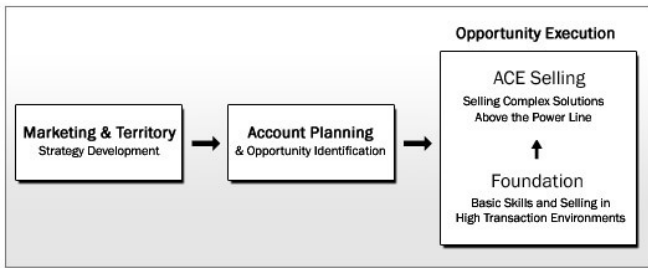


Diagram 4.2 Adventace® Sales Methodology Series

## Sales Services

We provide sales teams with a core set of four comprehensive, integrated workshops:

- Market & Territory Strategy Development
- Account Planning & Opportunity Identification
- ACE Selling (for executing complex sales)
- Foundation (for executing high transaction sales and lesser experienced sales people)

### Layer 4: Client Buying Model

The foundation of the methodology is a proven "Client Buying Model". This "buyer centric" model drives the HPSE and is designed to make sure that the entire sales operation, and sellers in particular, align their behavior with your buyers.

## Implementation

In addition to a well thought-out sales and sales management process, in order to be successful in rolling out these new processes, sales organizations need to think about how best to introduce change in a way that makes lasting results happen. In short, what we're hearing from our clients is that they are tired of introducing new management and sales processes that don't work. They are looking for something that, in the words of one of our clients, "sticks".

Our implementation services are specifically designed to help you make the transition to the High Performance Sales Environment as quickly and effectively as possible. We therefore provide three services:

- Management Implementation Consulting, to help executives drive the transition, and help managers and sellers properly utilize the processes and tools in the field
- Knowledge Repository Development, to help you build a knowledge repository of practical, easy to use tactical selling tools for sales people and,
- Go-to-Market Planning, to align the activities of marketing with sales.



## Client Testimonials

Our clients across the board, from senior executives to account executives, are our best advertisement:

*"Thanks Adventace! Our accomplishments have been extraordinary. In less than one year:*

- *Our largest contract size nearly quadrupled.*
- *Average contract size nearly doubled.*
- *78% of my sellers achieved quota.*
- *New license sales grew by 91%.*
- *We finished the first quarter of our new fiscal year at 143% of plan.*
- *My sellers are comfortable calling 2levels higher."*

—Ronald Put, VP North America Sales, Aldon Computer Group

*"Adopting the Adventace sales model has provided significant improvement to Epsilon's business development process... In fact, our pipeline has increased 575% {in one year}..."* —Michael Levoie, Senior VP, Business Development, Epsilon

*"Adventace helped us identify potential problem areas (which we rectified) on a critical opportunity... The clarification helped us to move through the sales cycle more quickly, which resulted in winning a \$200k opportunity. Through our Action Plan, this then resulted in a multi-million dollar win."*

—Ivan Manestar, Account Executive, CTG

*"The workshop was GREAT! It's great to have a way to measure progress other than just the bottom line #. I can't wait to apply these processes in the field."*

—Brooks Boccella, Customer Account Executive, Prophet 21

*"In my 20 years of selling, this [ACE Selling] has been the most effective and comprehensive sales program I have ever experienced. Well done!"*

—Steve Gruber, Senior Account Executive, SunGard

*"Excellent Workshop! Invaluable! A thorough understanding of a company and industry trends will add focus to the opportunity. [The Account Planning and Opportunity Identification Workshop] emphasized the importance of higher-level contacts within the account. Also how CBI's are linked to causes and multiple contacts was useful. [It also] showed a need for more detailed analysis and understanding."*

—Martin Russel, Account Manage, Merant

*"...The key... was the Field Implementation assistance Adventace provided... (that) dramatically improved my team's field readiness... As a result we recently won two major engagements. The first closed in 21 days (our sell cycles had been six months or longer). The second, which had been stagnant for over two years, closed in six weeks."*

—Robert Corcoran, VP of Sales, SunGard