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Adventace Adds Enhancements To The Prospecting and Account Penetration Program

PITTSBURGH PENNSYLVANIA – July 24, 2008 - Adventace, LLC, a global change management firm who helps sales operations "*Create the High Performance Sales Environment*"®, today announced significant enhancements to its Prospecting and Account Penetration Program.

The Adventace Prospecting and Account Penetration program is designed to help sales people dramatically improve their prospecting results through highly targeted messaging to potential buyers.

“The enhancements are designed to help sales people surgically target the buyers in their territory,” said Ed Hill, Adventace's VP of Operations. “The first new component results in the development of a "Territory Dashboard™". The dashboard enables sales people and account teams to refine territory, company and buyer analysis conducted during planning. The refinement results in the development of surgical messaging aligned with a specific buyers business issues. The result is significantly more success during prospecting activities.”

“Further enhancements include development of finely tuned seller competency messaging and success stories that are applicable to the buyer being called upon. We have included exercises and development of scripts that help sellers address likely scenarios they will encounter, including gatekeepers, voicemail, “Not Interested” and others.”

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Hill concluded, "As will all High Performance Sales Environment programs, the Prospecting and Account Penetration program utilizes tools that identify key leading metrics which drive the right activities to achieve personal and company objectives.

Adventace added that the Prospecting and Account Penetration program is highly customizable to fit various sales situations, from transactional to solution oriented, and fully integrates with the other components of the High Performance Sales Environment System™.

About Adventace

Adventace® is a global change management firm specializing in helping sales operations Create the High Performance Sales Environment® (HPSE) through an integrated metric-driven sales and sales management methodology and associated applications that make up the High Performance Sales Environment System. The System enables executives to drive consistent, reliable, and *measurable* performance improvement throughout their sales operation.

Historically, clients have been able to outperform their past results by a factor of at least 2 to 1. Clients include Cisco, Computer Associates, CTG, EMC, Marconi, Oracle, SolidWorks, SunGard, and TransUnion.

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