



ADVENTACE®
CREATE THE HIGH PERFORMANCE SALES ENVIRONMENT

World's Only End-to-End Sales & Sales Management System

The Challenge Confronting Sales Executives Today

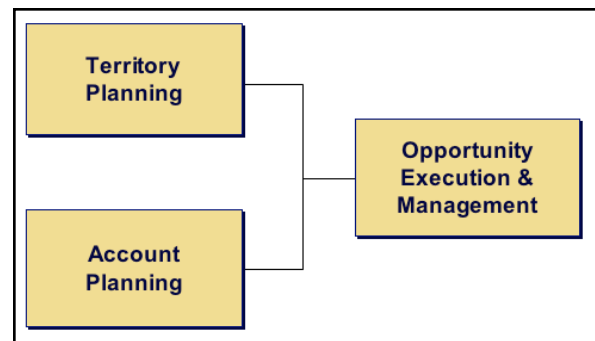
Most companies using Salesforce.com either don't follow a sales management methodology or use one that does not align with their salesforce.com implementation. The net result is that they do not achieve the sales goals and productivity improvements they anticipated.

Automation of Adventace's® End-to-End Sales & Sales Management Methodology

Adventace® is a global sales management firm specializing in helping sales operations *Create the High Performance Sales Environment®* through an end-to-end sales and sales management methodology. This methodology delivers predictable results, measurable and sustainable performance improvement, and confidence that expected results can be achieved. *Historically, clients are able to outperform their past results by a factor of at least 2 to 1.* Through the AppExchange, we have automated the methodology into a suite of integrated applications we call the *High Performance Sales Environment Through Salesforce.com* (HPSE-SF). The end-to-end sales system and end-to-end sales management system are described below.

The End-to-End Sales System

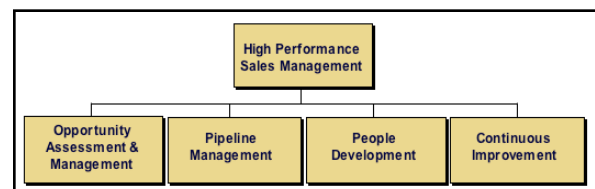
We provide an end-to-end sales system with complete planning and execution components. As shown in the diagram, the planning components include **Territory Planning**, designed to help sales people managing a territory with a large number of accounts, and **Account Planning**, designed to help account executives better penetrate key accounts. Significantly, 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 helps sellers, managers, and support personnel by providing the means for effective opportunity execution and management of those opportunities.

The End-to-End Sales Management System

We provide an end-to-end sales management system, as shown in the diagram, which we call "*The Four Pillars of Sales Management*"™.



The triad of applications that make up this end-to-end sales and sales management system are described on the next page.

Adventace High Performance Sales Environment® Methodology and Application Map

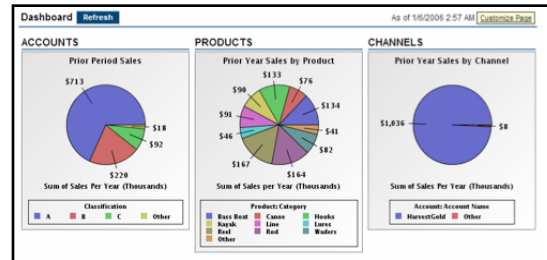
Adventace® System		Client Engagement Plan	
		Planning	Execution
Methodology	Sales	Territory Planning Account Planning	Solution Sales
	Management	High Performance Sales Management	
SFDC Applications	Sales	HarvestGold Planner™ Adventace AAPT™	Adventace SMS™
	Management	Adventace SMS™	

A Triad of Applications Providing an End-to-End View of the Sales Operation

As the Methodology-Application map above shows, a triad of applications, described below, provide the end-to-end sales and sales management systems.

HarvestGold Planner™

HarvestGold Planner is designed to help sales people leverage historical sales information to drive a five-step territory planning and goal-setting process (the HarvestGold Sales Planning Process™). Plans can be rolled up by sellers and managers. Dashboards and reports can be used to create "Territory Dashboards" and track progress against goals.

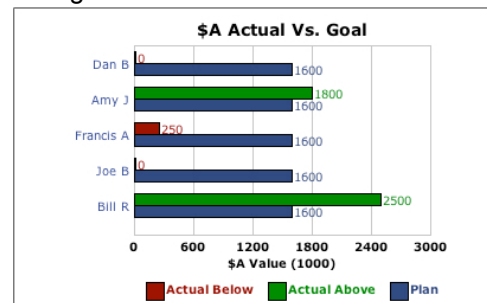


Adventace AAPT™ (Account Alignment Planning Tool)

Account Executives develop a profile for their account, and then identify key buyers and their critical business issues. This information then leads to the identification and assessment of high-probability opportunities. For those opportunities with the highest calculated win probabilities, appropriate tools are developed to make the opportunity "Execution Ready". Relationship development and management plans for key buyers are also created. An account management plan helps the Account Executive better manage the account.

Adventace SMS™ (Sales Management System)

Adventace SMS provides sales people with an effective means to manage and track their active opportunities, including generating sell cycle control letters. For executives and sales managers, it provides them with an end-to-end view of their sales operation, allowing them to better manage opportunities and resources, balance pipelines, accurately forecast, improve seller and sales manager performance, and measurably improve results throughout their sales operation.



Through the unique dynamic dashboard, Adventace SMS provides a real-time view of critical goal vs. actual process metrics, allowing managers and executives to quickly and proactively make corrections to eliminate performance gaps.