

Adventace Announces New Release of its Executive Leadership Program

October 30, 2003-Pittsburgh PA. Adventace, LLC, a global sales consulting firm dedicated to helping its clients achieve a 'High Performance Sales Environment', announced today a new release of its Executive Leadership program.

The Executive Leadership program is designed to help the executive team of any company identify critical issues that impact its sales performance, compare company practices to best practices, uncover misaligned and/or dysfunctional operations which may be at odds with sales, and build a consensus across the entire executive team on leading the company towards excellence in sales.

Adventace believes that to achieve long term, measurable performance improvement and compete effectively in today's increasingly complex marketplace, a highly effective sales culture must be in place. To get there, the executive team must be able to clearly define the culture they desire, understand the steps they must take to achieve it, and, once achieved, have the means to 'inspect what they expect' to maintain it.

Adventace implemented the following capabilities to the Executive Leadership program to ensure their clients have the knowledge, tools, and processes available to accomplish this vitally important strategic objective:

- ? An understanding of sub-optimal sales cultures and practices and their impact on sales as well as other operating units of the organization (Development, Delivery, Finance, Marketing, etc.)
- ? An identification and assessment of current challenges and difficulties
- ? A clear understanding of industry best practices and their benefit to sales and the organization at large
- ? A preliminary gap analysis between current and industry best practices
- ? Identification and prioritization of necessary changes

Adventace is confident the capabilities listed above, in addition to the practice of providing executives with a clear understanding of the processes the sales organization will be utilizing and the tactical means to manage them, will enable leaders to make the transition to and maintain a highly effective and successful sales culture.

About Adventace

Headquartered in the Pittsburgh, PA, area, Adventace® is dedicated to helping technology companies achieve consistent, reliable, and measurable sales performance improvement through the creation of a "High Performance Sales Environment™" (HPSE).

Adventace helps its clients achieve the HPSE™ through a suite of highly targeted, integrated service offerings, which include:

- ? An Executive Leadership program, coupled with a proven process called the Executive Operations Review, designed to help Executives define and drive effective sales culture throughout their sales operation.
- ? A High Performance Management program, focused on the "Four Pillars of Sales Management. The Pillars include opportunity assessment, pipeline balance and forecast management, people development, and a continuous (measurable) performance improvement processes.
- ? A suite of integrated sales workshops, including Territory Planning, Account Planning and Opportunity Identification, ACE Selling (targeted to selling complex solutions to "power" buyers), and a Foundation workshop, targeted to people selling in a high transaction environment and people who are new to selling.

Adventace® believes that its integrated offerings, their comprehensive implementation program, and its performance guarantee are unique in the industry.

Adventace has an extensive North American, European, South American, and Asian/Pacific network of Associates to deliver its services to clients. For more information about Adventace® please visit the company's web site at www.adventace.com or call 1-724-443-2383.