

Gartner Report Cites Adventace

Pittsburgh PA - September 1, 2003 - Adventace, LLC, a global sales consulting firm dedicated to helping its clients achieve a 'High Performance Sales Environment', announced recently that it has been cited in a Gartner Dataquest report. The report, entitled "**Sales Training Initiatives Target Improved Skills and Results**", is based on data compiled from interviews with executives from 43 IT companies and segmented sales and sales management training into key categories. Not only was Adventace cited as one of the top key providers, but it was also identified as one of the few providers in the most important categories:

- ? Complex (Solutions) Selling Skills,
- ? Strategic Selling Methods,
- ? Sales Process/Opportunity Management Skills, and
- ? Sales Management/Coaching.

Gartner also provided recommendations designed to help companies compete effectively in today's complex marketplace. Amongst the key recommendations were the following:

1. Executive management must sponsor and endorse the sales training program and back it with adequate funding to deliver measurable, sustainable impact and cultural adoption.
2. Sales managers should understand the skills sales people are being taught and know how to reinforce and further develop the skills in the field through coaching.
3. IT service organizations should focus training initiatives on solutions training to meet the needs of today's customer requirements. The research participants cited the following skills as most deficient in their organizations: Prospecting, Complex Solutions Selling Skills, and Strategic Opportunity Management Skills.
4. Companies must measure, assess and reinforce training initiatives to realize the optimal impact of the training investment made.

Adventace points out that the Gartner recommendations are, in fact, exactly in line with the objectives and the design criteria of the "High Performance Sales Environment"™.

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.