

## **Adventace Announces New Release of the "Foundation" Workshop**

June 30, 2003- Pittsburgh, Pennsylvania. Adventace, LLC, a global sales consulting firm dedicated to helping its clients achieve a 'High Performance Sales Environment', announced today a new release of the "Foundation" Workshop. Bob Junke, Founder and CEO of Adventace®, said, "In the latest release of the Foundation Workshop, we have integrated review and discussion of the top mistakes sales people make while prospecting and during sales calls."

"Over the past 15 years, we have found there are words and actions that sales people may use that destroy credibility with buyers and seriously undermine the chances of completing a sale. Furthermore, these mistakes prevent genuine business relationships from forming between buyer and seller. Our objective in adding these topics is to help sales people convey the highest degree of professionalism by helping them eliminate bad habits they may have previously developed."

The purpose of the "Foundation" workshop is to provide sales people with knowledge and skills to perform effectively in the field with their buyers. The workshop focuses on fundamental selling skills, including prospecting, how to open a sales call, listening and probing skills, developing a buyer's needs, qualifying, rapidly progressing through a sell cycle, and closing. The workshop employs a wide variety of role-play and sales simulation exercises that are designed to help attendees successfully use all processes in the field.

The "Foundation" Workshop is designed for entry-level sales professionals and those who sell and closely support sellers in high transaction environments.

### **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](http://www.adventace.com) or call 1-724-443-2383.