

## **The Productivity Factor and Adventace Announce Partnership**

Boston MA - 06-23-2003 - The Productivity Factor, Inc. is pleased to announce that it has joined the Adventace® Group. The affiliate relationship enables The Productivity Factor to provide Adventace's market leading portfolio of sales and sales management skills training programs. Installing the Adventace® "High Performance Sales Environment"™ enables a client firm to:

- ? Provide sales people with the formal methodology (selling process, skills and tools) that they need to identify prospects and drive them through the sales cycle;
- ? Provide sales management with the skills and tools that they need to monitor pipelines and forecasting, and manage and coach sales people, in support of the methodology,
- ? Tie together sales, and the functional groups that sales depends upon in the tactical sales cycle, with a common understanding of the step-by-step roadmap to identifying opportunities and converting them to customers; and,
- ? Provide senior management with an understanding of the methodology and their roles and responsibilities toward maximizing the return-on-investment.

By focusing on the longer-term client relations through the first-line sales managers, the Adventace approach assures the complete adoption of the methodology and the creation of an environment much more conducive to high performance sales.

### **About the Productivity Factor**

The Productivity Factor, Inc. is a consulting firm dedicated to improving the productivity and effectiveness of sales organizations. They assist in the development and rollout of sales go-to-market models. They work with sales people and their managers to improve prospecting and selling skills. They work with sales and the functional groups that sales depend upon to create sales tools and support infrastructure to provide companies with a sales-centric environment. The principals of The Productivity Factor utilize their process engineering backgrounds and extensive sales experience to apply technology-enabled solutions that cut through organizational barriers. When taken together, a company can create an environment that enables second and third quartile sales people to increase their productivity by twenty to thirty percent. This can result in 75% of the sales people being successful rather than the 25% that is common in many companies.

They specialize in helping sales organizations that sell complex solutions into the business-to-business marketplace. They have strong, seasoned leadership and are professional facilitators experienced in working with global clients, multi-channel environments, and business partners.

The Productivity Factor built its services on proven methodologies that improve prospecting and selling skills; and, align the whole company behind sales;| strategic, cost, and revenue objectives. The result is a high-performance, cross-functional team, which attacks the marketplace together and wins more often. Their programs deliver results by making a difference in 90 days and begin to show a return on investment within 120 to 150 days.

### **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.