

## **Junke Addresses New York Software Industry Association**

Pittsburgh PA – June 12 2003 - Adventace, LLC, a global sales consulting firm dedicated to helping its clients achieve a 'High Performance Sales Environment', announced Bob Junke, Founder and CEO, addressed the New York Software Industry Association and Baruch College in Manhattan. The topic of the discussion was, "Best Practices for Selling in a Tough Economy".

Junke addressed a variety of topics. They included:

- ? The importance of "staying the course" (sticking to best practices) when times are tough,
- ? At a strategic level, following a four-step process that includes: territory planning, account planning, opportunity identification, and opportunity execution,
- ? Effective prospecting. Particularly in a tough economy, prospect by "looking for people who are not yet looking". Pragmatically, this means leading with "pain" instead of leading with "product",
- ? How to get a buyer to admit a critical business issue to you,
- ? "Litmus tests" sellers should use to determine if they should respond to an RFP,
- ? How to control the proposal process, and
- ? How to mitigate buyer risk in a risky economy.

The audience of approximately 70 members included CEO's, sales managers, business development executives, and sales people.

For further information on the discussion or for more information about NYSIA please email us at [info@adventace.com](mailto:info@adventace.com)

### **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.