

## **Adventace Announces Release of "Account Planning and Opportunity Identification" Workshop**

Pittsburgh, Pennsylvania - 06-02-2003. Adventace, LLC, a global sales consulting firm dedicated to helping its clients achieve a 'High Performance Sales Environment', announced today the availability of its "Account Planning & Opportunity Identification" workshop.

Steve Stevenson, Principal Associate and co-developer; said, "We believe this workshop is unique in the industry because it provides the critical but overlooked "missing link" between traditional account planning and tactical execution. That missing link is opportunity identification." This workshop starts with account planning but then quickly takes account teams through a sophisticated opportunity analysis process. This process consists of identifying high probability opportunities, prioritizing them based on several key parameters, and then concludes with the development of the knowledge tools (such as prospecting or account penetration scripts) necessary to successfully launch the opportunity. Thus, at the conclusion of this workshop, opportunities are 'execution ready'. Stevenson described this as "a very significant advance to traditional account planning".

Bob Junke, Founder and CEO of Adventace® and co-developer of the workshop with Stevenson, said, "For many years we have seen companies invest heavily in account planning. Although those plans may have met MBO's, they traditionally did not achieve their real goals of significant and measurable account penetration. This workshop makes account planning, opportunity identification, and opportunity execution a seamless process.

The Company said that not only was client interest very high, but two clients had already committed to move forward with the program once it was released.

Junke concluded by saying, "This new service represents the ongoing commitment by Adventace® to our clients to grow our product and service family consistent with their needs and our mission of providing comprehensive offerings to drive 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](http://www.adventace.com) or call 1-724-443-2383.