

Adventace Announces New Service: Your Sales Methodology in 3-D

Pittsburgh, PA USA - December 18, 2002 - Adventace, LLC, a global sales consulting firm dedicated to helping its clients achieve a 'High Performance Sales Environment', announced today a new service offering, "Your Sales Methodology in 3-D". According to Bob Junke, founder & CEO, "The intent of this service is to help Executive Management identify and fill the gaps they have in their current sales operation when measured against industry best practices."

In providing this service, the goal of Adventace® is to help its clients improve their performance in a wide range of areas, some of which include:

- ? Helping Executive leadership driving best practices top-down to create the sales culture they desire
- ? Improving sales management's ability to measurably improve the performance of sales people
- ? Improved performance with clients
- ? Better utilization of sales support resources.

The Program follows a 3-step process (the "3-D's):

1. Define: Using its proprietary "Readiness Diagnostic Instrument"™, Adventace® compares a client's current practices against industry best practices, determines the gap, and then defines an overall sales methodology for the client to put industry best practices in place.
2. Develop: Where necessary, Adventace® works with the client to develop the programs they need.
3. Deploy: Normally starting with Executive Management, Adventace® provides appropriate consulting and training activities to put best practices in place. Adventace® then follows up with periodic "health check-ups" to fine-tune the sales operation.

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.