

Where Methodology Meets Automation™



We are a global sales management firm whose promise is to help our clients *Create the High Performance Sales Environment®*. Our holistic methodology has been proven across the world by over 600 clients. It enables Sales Executives and Sales Managers to drive their operation top-down, track performance improvement using surgical metrics, better manage pipelines, accurately forecast, dramatically improve Seller performance, and drive sustained revenue and profit improvement. *And now it's automated!*

Where Methodology Meets Automation™

Through partnership with Salesforce.com, we have automated the methodology by creating the *Adventace Sales Management System™* (SMS). This application is a complete, top-to-bottom sales management system. SMS provides Sales Executives with key surgical performance metrics, enabling them to better drive their sales operation top-down. It helps Sales Managers better manage opportunities, measurably improve the skills of their Sales People, manage pipelines, and accurately forecast. Its expert functions make it an indispensable differentiator and time saver for Sales People, allowing them to generate key buyer deliverables in minutes while better managing their opportunities.

For Sales Executives

Sales Executives can start by analyzing goal Vs. actual performance metrics at the organizational level. And, with simple clicks, can easily drill down to any level of their organization, identify where gaps exist, and then proactively work with their Management Team to quickly get things back on track.

Application at a Glance

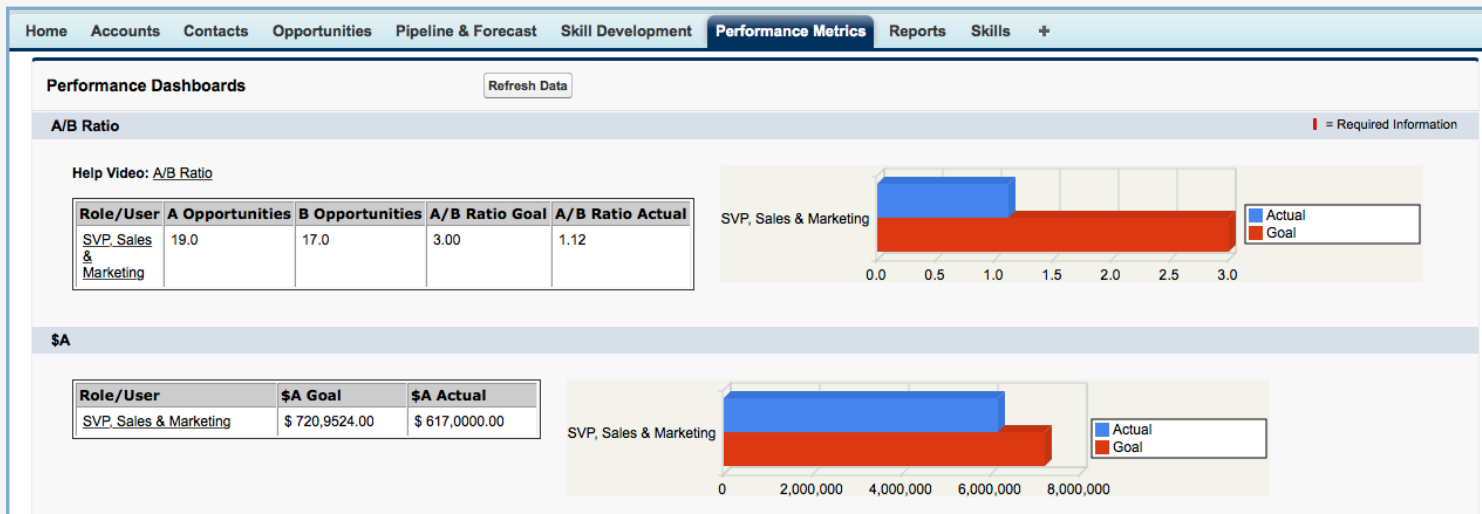
- Salesforce native application
- Vital functions for Sales Executives, Sales Managers, Sellers
- Dashboard of key surgical metrics
- Pipeline management
- Skill development
- Generates key buyer deliverables in minutes for Sales People

Client Success Snapshot

- SolidWorks: Sales certification system delivered performance improvement as high as 647%
- TransUnion: Win value up 15%, qualified opportunities up 25%
- SunGard: Saw over 10 fold increase in size of largest deals
- Epsilon: 575% pipeline increase and 33% increase in close rate

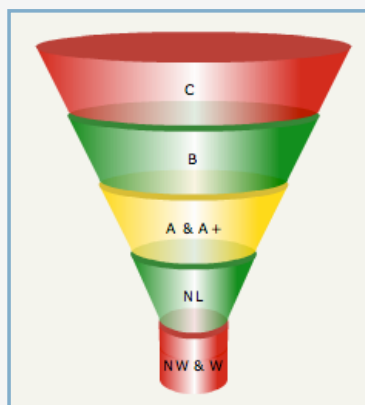
Best Selling Book





For Sales Managers

To help Sales Managers we automated the *Four Pillars of Sales Management™*. SMS helps Sales Managers quickly identify and fix problem areas on opportunities, while better managing resources. SMS also performs a complete pipeline analysis. It determines a Seller's optimal pipeline goals for each stage and whether gaps exist. It then provides a color-coded pipeline so managers can make surgical pipeline recommendations. SMS also builds a 30/60/90 day forecast, weighted by stage. Skill development couldn't be easier. Managers grade Sellers in all key skills. And, based on the needs of Sellers, SMS provides the appropriate Personal Development Plans to help Managers measurably improve a Seller's skills, helping to unlock their potential.



Personal Development Plan Edit Delete Clone			
Detail			
Personal Development Plan Name	B Junke-Sales Call Qualification-2012-Q1	Skill Analyzer	Skill_Dev-0013
Key Skill to Track	Qualification - Sales Call	Last Modified By	Bob Junke, 4/23/2012 10:48 AM
Measurements			
Actual Capability	1.0	Measurement to Track	A/B Ratio
Capability Goal	2.0	Actual Measurement	0.67
		Measurement Goal	4.0
Skill Development Action Plan			
Overall Parameters			
Daily Actions	Pre-edit (Capability levels 1,2) LOU's, All letters. Post-edit (Capability level 3) LOU's. Considerations: Random, "A" prospects only, Letters exceeding only \$X.		
Weekly Actions	Role-play Steps 5-8. Record results on Observation Sheet		
Monthly Actions	Use Pipeline Analyzer™ to check conversions from C to (B or A)		
Quarterly Actions	Achieve C to (B or A) conversion rate of 3:1		

For Sales People

So you get back from a great sales call. You spend all sorts of frustrating time entering data into your CRM because, well, you have to. Then, rather than spending two or three hours preparing a sell cycle control letter that you know you really need, you decide instead to hit the phones. You never send the letter. Enter SMS! Now, in minutes, you can generate a sell cycle control letter that summarizes:

- All key *Need Development* elements you and your buyer discussed,
- An *Action Plan*, identifying the sequence of events leading to a buy decision, and
- An *Impact Tree™*, showing the interdependence of the issues between key buyers.

You select the appropriate email template, generate your email, and send it to your buyer, who responds with a call saying, "You understand our business better than we do!" And you know you've made yourself their first choice! These are some of the "indispensable" functions that SMS provides sales people.

If you'd like to see how Adventace® may be able to help you unlock the potential in your sales operation, please contact Bob Junke, Founder & CEO: +1 724-443-2383, bob.junke@adventace.com