

**Sales Tools**

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# Email Pieces

## CXO’s

### Subject: Our Huge Investment in CRM Has Yielded Little to Nothing

Dear %%FIRST NAME%%,

We hear the statements below way to often from [CEO’s / CFO’s] who have made a huge investment in providing CRM to their sales operations:

* ***We use our CRM as an expensive and inaccurate forecasting tool.***
* ***Now that we have Salesforce, we get the same bad information faster.  Where's the ROI?***
* ***Our Sellers view Salesforce as a requirement - not a differentiator - which impacts adoption.***

Enter the award-winning Salesforce.com based application, the Adventace Sales Management System (“SMS”). You can see how our clients have solved these challenges at [Success with Adventace SMS™](http://adventace.com/adventace-company/our-crm-adventace-sms).

**Join Us for a Webinar**

If you or your representative would like to see how [CEO’s / CFO’s] can improve both their top and bottom lines, then please join us for one of the following webinars:

[**Register for the 10:30-11:15 AM EST Webinar on Tuesday, September 15**](https://attendee.gotowebinar.com/register/2406946770539350018)

[**Register for the 2:30-3:15 PM EST Webinar on Tuesday, September 15**](https://attendee.gotowebinar.com/register/5444764357177549314)

Alternatively, if you’d like to have a private demonstration and discussion about your sales operation, please contact me directly.

Best regards,

Bob Junke

Founder & CEO, Adventace®, +1 724-443-2383



## Sales Executives

### Subject: Salesforce App Drives Entire Global Sales Operation Top-Down

**"For the First Time, Sales & Sales Management Methodology is Echoed in Salesforce"**

- Alan Facey, Chief Customer Officer, Newforma

Dear %%FIRST NAME%%,

The Adventace Sales Management System ("SMS") is our Salesforce-based application designed to help Sales Management teams better drive their entire sales operation top-down.

SMS helps Sales Executives and Sales Managers solve a number of problems, such as:

* ***We use our CRM as an expensive contact manager and inaccurate forecasting tool.***
* ***Now that we have Salesforce, we get the same bad information faster.  Where's the ROI?***
* ***Our Sellers view Salesforce as a requirement - not a differentiator - which impacts adoption.***

You can see how Alan and his Newforma team solved these challenges at [Success with Adventace SMS™](http://adventace.com/adventace-company/our-crm-adventace-sms).

**Join Us for a Webinar**

You can select either of two webinars we'll provide on Tuesday, September 15.  You will see how:

* **Sales Executives** use surgical performance metrics to drive the sales operation top-down, including the ability to "drill down" into the organization, allowing early detection and proactive resolution of problems that could impact results.
* **Sales Managers** can perform effective pipeline management, seller skill assessment and development, and proactive assessment of opportunities.
* **Sellers** are able to automatically capture important sales call results, quickly generate buyer-facing deliverables, and effectively manage opportunities and internal resources.

[**Register for the 10:30-11:15 AM EST Webinar on Tuesday, September 15**](https://attendee.gotowebinar.com/register/2406946770539350018)

[**Register for the 2:30-3:15 PM EST Webinar on Tuesday, September 15**](https://attendee.gotowebinar.com/register/5444764357177549314)

You can get a preview by taking a look at [SMS on the AppExchange](https://appexchange.salesforce.com/listingDetail?listingId=a0N300000016YXHEA2).  We hope to see you there!

Best regards,

Bob Junke

Founder & CEO, Adventace®, +1 724-443-2383



### Subject: “For the First Time, Sales & Sales Management Methodology is Echoed in Salesforce”

Hello Alan,

The quote in the subject line was made by Alan Facey, Chief Customer Officer from Newforma. It is based on their success with our Salesforce-based application, the Adventace Sales Management System (“SMS”).

SMS helps solve problems we’ve heard other Sales Managers who use Salesforce say, such as:

*Now we get the same bad information faster.*

*We are not getting the anticipated ROI.*

*Salesforce doesn’t follow our methods; we’re using workflows that just don’t fit.*

You can see for yourself how Newforma solved these and other problems at [Newforma’s Success](http://adventace.com/adventace-client-success/newformas-success-with-adventace-sms).

You can also see SMS in action in this short video: [SMS Video](http://adventace.com/adventace-crm/watch-the-video).

***Can we schedule a 30-minute combined discovery and demo call to see if you think SMS could be beneficial to you?***

I look forward to hearing from you.

Best regards, etc.

### Subject: Sales Management App Called "Most Important Salesforce Application"

Dear %%FIRST NAME%%,

The Adventace Sales Management System™ ("SMS") has been called, "the most important application on the Salesforce AppExchange" by none other than Salesforce Account Executives.  This holistic application provides significant functional benefits across the sales organization.  Here's a snapshot of just a few of the capabilities this comprehensive application provides:

* **Sales Executives:**  Provides surgical performance metrics, with the ability to "drill down" into the organization, allowing early detection and proactive resolution of problems that could impact results.
* **Sales Managers:** Determines sellers' ideal pipeline then identifies gaps and recommends fixes, and completely automates seller skill assessment and skill development.
* **Sellers:** Automates the capture of all sales call results and generates key buyer-facing deliverables, and provides effective opportunity management and resource coordination.

**Want to Take a Closer Look?**

You can:

* [Read More](http://adventace.com/adventace-company/our-crm-adventace-sms) about it.
* [Watch](http://adventace.com/adventace-crm/watch-the-video) a short video.
* [Download](https://appexchange.salesforce.com/listingDetail?listingId=a0N300000016YXHEA2) from the AppExchange for a 30-day free trial by selecting the green "Get It Now" button.

Contact me to schedule a discussion about how Adventace® can help your sales organization in 2015.

Best regards,

Bob Junke

Founder & CEO, Adventace®

Author of Create the High Performance Sales Environment®

+1 724-443-2383

### Subject: Salesforce App Makes Skill Development Easy!

Dear %%FIRST NAME%%,

Seller skill development made easy!  With the Adventace Sales Management System™ ("SMS"), already referred to as "the most important application on the Salesforce AppExchange", all Sales Managers have to do is:

1. Score their Sellers' abilities in 10 critical sales skills using automated Capability Assessment Criteria,
2. Select the skill the Seller needs the most help with, and
3. Follow the Personal Development Plan generated by SMS, and unleash each Seller's potential.

At the risk of sounding cliche, it's as easy as 1-2-3.

Want to take a closer look?  Click on the image below to view the short video showing the functions this comprehensive app provides.



You can learn more by taking a look at SMS on the [Salesforce AppExchange](https://appexchange.salesforce.com/listingDetail?listingId=a0N300000016YXHEA2), or contact me to schedule a discussion about how Adventace SMS™ could help your sales organization in 2015.

Best regards,

Bob Junke

Founder & CEO, Adventace®

+1 724-443-2383

## Subject: Congratulations! Enjoy the Book

Hello Alan,

Congratulation on the new job with Newforma!  Looks like a great company, and PIM is a great space to be in.

To say congrats I am sending you a copy of my new ebook, Create the High Performance Sales Environment®, as a gift.  You will receive an email from my publisher/distributor, Smashwords.  When you download it you can select the ebook format of your choice based on whatever device you use.

As outlined in the book, we now provide a Saleforce.com based application, the Adventace Sales Management System (“SMS”). Our client, Newforma, has achieved significant success across their sales operation with it.  Here's what Newforma had to say: [Newforma’s SMS Success](http://adventace.com/adventace-client-success/newformas-success-with-adventace-sms).

***Can we schedule a 30-minute combined discovery and demo call to see if you think our app could be beneficial to you?***

I look forward to hearing from you.

Congratulations, and I hope you enjoy the book and find it beneficial.

## Sales Ops and SF Admins

**Subject: Empower Your Sales Team with the "Most Important App on the AppExchange"**

Dear %%FIRST NAME%%,

Adventace SMS™ ("SMS") is a native Salesforce.com application.  It automates our entire holistic methodology, providing significant functionality for Sales Executives, Sales Managers, and Sellers.

**Comments from Salesforce AE's**

We have begun demonstrating SMS.  Here are comments from Salesforce AE's:

"This may be the most important application on our AppExchange."

"Salespeople are going to want to use SMS.  It is such a sales differentiator.”

"This provides everything Sales Managers and Sales Executives need. Awesome."

**Actions You Can Take**

While we complete theses efforts, if you'd like to see the extensive capabilities of SMS you can take a look at our 5-minute [SMS Video](http://adventace.com/adventace-crm/watch-the-video).  If you'd like to take a "deeper dive", contact me directly and we can arrange a demonstration.

Best regards,

Bob Junke

Founder & CEO, Adventace®

Author of Create the High Performance Sales Environment®

+1 724-443-2383

## Salesforce AE’s

### Subject: Why Did This Company Drop MS Dynamics for Salesforce?

Dear %%FIRST NAME%%,

Fält Communications had been a Microsoft Dynamics customer.  At no small expense, they dropped MS Dynamics for Salesforce.com.

They did this to get the Adventace Sales Management System™ (“SMS”), a native managed Salesforce app.  Tobias Andersson, Fält Communications’s VP of Worldwide Sales, said, “We wanted to get SMS because it aligns with our sales and sales management methods and provides me with tremendous pipeline management.”

Also, CIOReview recently awarded us with their prestigious Top 20 Most Promising Salesforce Solution Provider 2015 because we “are at the forefront of tackling customer challenges.”

**Join Us for a Webinar**

Would you like to see how this app could help your customers?  Or would you like to see if, like Fält Communications, you may have prospects who would convert to Salesforce?  If so join us for one of the following webinars specifically for Salesforce AE's:

[**Register for the 10:30-11:15 AM EST Webinar on Tuesday, September 15**](https://attendee.gotowebinar.com/register/2406946770539350018)

[**Register for the 2:30-3:15 PM EST Webinar on Tuesday, September 15**](https://attendee.gotowebinar.com/register/5444764357177549314)

You can get a preview by taking a look at [SMS on the AppExchange](https://appexchange.salesforce.com/listingDetail?listingId=a0N300000016YXHEA2).  We hope to see you there!

Best regards,

Bob Junke

Founder & CEO, Adventace®

+1 724-443-2383



### Subject: Sales Management App a “Game Changer” for Salesforce Customers

Dear %%FIRST NAME%%,

Even after customers implement Salesforce, here are some of the statements we’ve heard from sales executives, sales managers, and sellers:

*Now we get the same bad information faster.*

*We are not getting the anticipated ROI.*

*I spend way too much doing admin. Do they want me to sell or fill in data in Salesforce?*

**Here’s What Adventace Sales Management System™ (“SMS”) Customers are Saying**

*We have seen significant global improvement in the metrics that deal with prospecting effectiveness, our ability to call high, and pipeline balance, which in turn has helped our top and bottom lines.*

*SMS has changed the face of my communications with my regional VP’s because we are better able to proactively identify and deal with sales (management) challenges.*

*The SMS app has been instrumental in helping me better run my sales operation. In particular, the accurate view I get on key performance metrics and pipelines helps me identify potential problems early and then work with my sales managers to get them fixed before they have a significant impact.*

**Join Us for a Webinar**

Would you like to see how this app could help your customers?   If so join us for one of the following webinars specifically for Salesforce AE's:

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Best regards,

Bob Junke

Founder & CEO, Adventace®

+1 724-443-2383



### Subject: CIOReview Awards Sales Management App as “Top 20 Most Promising”

Dear %%FIRST NAME%%,

The capabilities of our Adventace Sales Management System™ (“SMS”) resulted in CIOReview Magazine awarding us as a ***Top 20 Most Promising Salesforce Solution Providers 2015***. This prestigious award recognized us as “a company at the forefront of tackling customer challenges.”

Here is a snapshot of what SMS does and why we won the award:

* **Sales Executives** use surgical performance metrics to drive the sales operation top-down, including the ability to "drill down" into the organization, allowing early detection and proactive resolution of problems that could impact results.
* **Sales Managers** can perform effective pipeline management, seller skill assessment and development, and proactive assessment of opportunities.
* **Sellers** are able to automatically capture important sales call results, quickly generate buyer-facing deliverables, and effectively manage opportunities and internal resources.

**Join Us for a Webinar**

Would you like to see how this app could help your customers?   If so join us for one of the following webinars specifically for Salesforce AE's:

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You can get a preview by taking a look at [SMS on the AppExchange](https://appexchange.salesforce.com/listingDetail?listingId=a0N300000016YXHEA2).  We hope to see you there!

Best regards,

Bob Junke

Founder & CEO, Adventace®

+1 724-443-2383



### Subject: Fellow [Purdue Grad / Beta]: Why Did This Company Drop MS Dynamics for Salesforce?

Dear %%FIRST NAME%%,

I saw from your LinkedIn profile that you too [graduated from Purdue / were a Beta].

We provide a comprehensive native sales and sales management app, Adventace SMS™ (“SMS”). Here are a few of the reasons that I thought you’d be interested in participating in a private webinar for Salesforce AE’s:

* Fält Communications **dropped MS Dynamics** for Salesforce.com *just to get “SMS”*. Tobias Andersson, VP of Worldwide Sales, said, “We wanted to get SMS because it aligns with our methods while providing tremendous pipeline management.”
* CIOReview awarded us with their prestigious ***Top 20 Most Promising Salesforce Solution Provider 2015*** because we’re “at the forefront of tackling customer challenges.”
* Allen Patrick, VP of North America Sales for Newforma, said, “SMS has been **instrumental in helping me better run my sales operation**. The accurate view I get on key performance metrics and pipelines helps me identify potential problems early and then work with my sales managers to get them fixed before they have a significant impact.

If you’d like to see how this app could benefit your customers join us for the webinar:

[**Register for the 10:30-11:15 AM EST Webinar on Tuesday, September 15**](https://attendee.gotowebinar.com/register/2406946770539350018)

You can get a preview by taking a look at [SMS on the AppExchange](https://appexchange.salesforce.com/listingDetail?listingId=a0N300000016YXHEA2).  We hope to see you at the webinar!

Best regards,

Bob Junke

Founder & CEO, Adventace®

+1 724-443-2383



# Voice Mail to Colleagues & Past Clients

## Voice Mail

Hello Alan, I understand you use Salesforce as your CRM. We provide a Sales Management app that operates on the Salesforce platform. If you’re **still** having challenges with forecast accuracy, imbalanced pipelines, adoption resistance or if you continue to simply get **bad information** more quickly, we may be able to have a very positive impact. Could we schedule a brief conversation to discuss this?

## Voice Mail Follow-Up

**Subject: 30-Minute Discovery & Demo Request (I don’t like this subject line)**

Hello Alan,

Per my message, our client, Newforma, has achieved significant success across their sales operation through our Saleforce.com based application, the Adventace Sales Management System (“SMS”).  Here's what Newforma had to say: [Newforma’s SMS Success](http://adventace.com/adventace-client-success/newformas-success-with-adventace-sms).

***Can we schedule a 30-minute combined discovery and demo call to see if you think SMS could be beneficial to you?***

I look forward to hearing from you.

Best regards, etc.

By the way, here are some recent comments from Salesforce AE's:

*"This may be the most important application on our AppExchange."*

*"Salespeople are going to want to use it.  It's such a differentiator.*

*"This provides everything Sales Management needs. Awesome."*

# LinkedIn Message

## Subject: “For the First Time, Sales & Sales Management Methodology is Echoed in Salesforce”

Hello Alan,

Hope all is well.

The quote in the subject line is from Alan Facey, Chief Customer Officer from Newforma. It is based on their success with our Salesforce application, the Adventace Sales Management System (“SMS”). You can see how Alan and his team achieved metric-based performance improvement at <http://bit.ly/1NxToDm>.

In fact, the editor of CIO Review magazine informed me that we are on the shortlist for the 20 Most Promising SalesForce Solution Providers in 2015!

If you think that SMS could be beneficial to you and your organization, could we schedule a 30-minute introductory call?

Alternatively, I will be providing open webinars. You can take a closer look at http://bit.ly/1EC2XOY.

Best regards,

Bob

# Assessment Questions

Salesforce.com Edition?

* We support Enterprise and Unlimited. Not Group or Professional
* [Salesforce.com Editions](http://www.salesforce.com/crm/editions-pricing.jsp)

How does your organization use Salesforce.com today?

* Out of the box stages? Accuracy?
* Is forecasting accurate?
* How about pipeline management?
* How do sellers use it?
  + Viewed as hammer?
  + Too much admin/data entry?
* How do sales managers use it?
  + Effective opportunity assessment?
  + Effective opportunity management?
  + Pipeline management?
  + Skill development?
* How do executives use it?
  + Track metrics? If so, which?
  + Forecast? Accuracy?
  + Guide the business?

Characterize your organization’s success with Salesforce.com

* What problems remain after deployment?
* We hear, “I just get bad info faster.” Is that case with you?
* Does it follow your business/sales/sales management processes, or do you adapt to it?
* What have the benefits been?