

Customer Success and Adoption of Dealmaker Sales Performance Automation Software Leads to Record Revenue Growth for The TAS Group

Sales Performance Automation Company Benefits from Market Pressures to Make Sales Training and Effectiveness more Efficient

SEATTLE – Nov. 17, 2009 – [The TAS Group](#), the world leader in Sales Performance Automation, today announced record year-to-date recurring revenue growth of 156 percent in the first nine months of its fiscal year 2009. The company's results mirror success stories of customer adoption of its Dealmaker software.

Because Dealmaker automates sales process and methodology to produce a sustained revenue improvement for its customers, it has benefited strongly from economic trends over the last year. "Companies are under extraordinary pressure to perform in a difficult economy and must use every tool at their disposal to help them sell more efficiently and effectively," said Donal Daly, CEO of The TAS Group. "They also have limited capital and resources to invest, and must justify and measure the return on investment for every expenditure. Dealmaker's ability to deliver an 89 percent improvement in quota achievement while offering the measurement necessary to provide an accurate ROI picture meets these needs."

Recent companies using Dealmaker to transform their sales organizations and produce great returns for their shareholders in a difficult market, include [AMICAS](#) and [FleetPartners](#):

- AMICAS, the leading independent provider of imaging IT solutions in healthcare, implemented The TAS Group's sales methodology and Dealmaker software, and has seen 33 percent organic bookings growth over the four quarters ending June 30, 2009.
- FleetPartners, a leading Australia-based fleet leasing and management company that invested in Dealmaker, has recorded a five-fold increase in new business writings for 2009 over 2008 and plans to further double this figure in 2010.

Moreover, travel restrictions due to budget constraints have made it difficult for companies to implement the traditional face-to-face sales training approach that has characterized the market for decades. "This change has forced a shift to technology-based sales performance solutions, and Dealmaker's ability to provide an on-demand learning environment that is fully integrated into a company's sales process, methodology, and existing CRM system enables training to take place virtually," added The TAS Group's Daly. "It also reinforces the use of these learnings on a daily basis as sales people sell, eliminating the typical 87 percent drop off in skills during the first month following a traditional sales training event."

About The TAS Group

The TAS Group provides Sales Performance Automation to companies that want to achieve sustained, predictable and profitable revenue growth. It exists to guide and motivate global sales teams to win profitable business faster from target customers through a combination of methodology, process and technology. The TAS Group has helped over 650,000 sales professionals succeed and has global presence serving organizations in all major global economies with native language speaking, culturally attuned sales effectiveness experts, and solutions available in up to 14 languages. The TAS Group delivers proven sales methodology and process with its Dealmaker on-demand sales performance automation platform, which integrates with popular CRM products from salesforce.com, Oracle, and Microsoft. The TAS Group hosts and moderates the [Sales 2.0 Network](#) (S20N, www.sales20network.com), a global, virtual thought leadership forum to discuss issues relevant to sales professionals in a Web 2.0 world. The only sales effectiveness organization with continuous multi-million dollar investment in its own methodology and technology R&D center, The TAS Group is headquartered in Seattle, with international headquarters in Dublin, Ireland, and Reading, England. Visit www.thetasgroup.com.

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