



The TAS Group Announces Record Growth in Q4 2007; Major Market Acceptance of “Sales 2.0” Sales Effectiveness Solutions

Recognized as Market Leader by ES Research Group Essential Complement to CRM / SFA Solutions

SEATTLE, January 2008 – [The TAS Group](#), the world leader in on-demand sales effectiveness solutions, today announced record financial growth in 2007, and dramatically increased market acceptance of its “Sales 2.0” sales effectiveness solutions, TAS Select Live! and TAS:Pedia.

Overall revenue in Q4 2007 was 46% vs. Q4 2006, and revenue from the company’s “Sales 2.0” solutions – TAS Select Live! and TAS:Pedia – was up 620% in the same period.

“The TAS Group is the only company to recognize that the sales game has changed forever and only an integrated approach to sales effectiveness (methodology, process, software, [web 2.0](#) reinforcement, etc.) enables companies to realize the competitive advantage of their sales force,” said Patti Elliott, president and co-founder of The TAS Group. “Our vision is to deliver sustained value to our customers, which has brought us rapid success. When we formed, we spoke to salespeople and asked what they wanted. They told us they needed a solution that was powerful, yet easy to use, so they could make more money. Using advanced technology with built-in methodologies, we’ve given them that solution and put systems around it to support sales management, sales operations as well as HR and learning professionals.”

The TAS Group was formed in July 2006 when Select Selling Ltd. – a software-based sales methodology company -- acquired OnTarget, the sales methodology division of Oracle and the creator of Target Account Selling, the world’s most successful sales methodology.

Among The TAS Group’s many achievements in Q4 2007, was recognition as a market leader by ES Research Group, Inc., an industry analyst firm that focuses on the sales performance improvement industry and sales training companies. The TAS Group achieved primary positioning in ES Research’s ESR/Arena™ Chart, which positions sales training providers according to the breadth and effectiveness of their products and services.

The TAS Group has been recognized by ES Research as a leader in overall sales effectiveness and a thought leader in the application of technology to accelerate sales organizations’ revenue growth.

“The speed at which The TAS Group has executed on innovative solutions that drive increased sales effectiveness has been remarkable,” said Dave Stein, CEO of ES Research. “We believe that its approach, represented by TAS Select Live! and TAS:Pedia, is precisely what the market needs, and we are not surprised by the level of market acceptance.”

In Q4 2007, The TAS Group acquired 17 new customers for [TAS Select Live!](#) – the on-demand sales effectiveness solution launched in August 2007. The company launched [TAS:Pedia](#) – the sales knowledge portal – in October 2007 and acquired 6250 subscribers by December 31.

“It’s much easier to predict the future if you invent it,” said Donal Daly, CEO of The TAS Group. “We’ve designed a solution that delivers sustained, predictable and profitable revenue growth for our customers – and that’s very gratifying. By working closely with existing customers, our research and development team delivers solutions that delight them. Because we’re the only provider in the market with a multi-million-dollar technology and methodology R&D center, we can deliver real advantage to customers.”

Other highlights for Q4 2007 included the following:

- Signed 100+ new contracts
- Grew total revenue by 150% over Q3
- Achieved 31% of revenue from new subscriptions
- Delivered 185 [Sales Effectiveness Workshops](#) in 26 countries

This release and the ESR/Arena™ Chart is available for download at www.thetasgroup.com/tas/html/news.

About The TAS Group (www.thetasgroup.com)

The TAS Group helps companies achieve sustained, predictable and profitable revenue growth through the combination of sales methodology, sales process and enterprise-class technology. The TAS Group has helped over half a million sales professionals succeed and has a global presence serving organizations in all major global economies with native language speaking, culturally attuned, sales effectiveness experts. The TAS Group solutions are available in up to 14 languages. The TAS Group integrates proven sales methodologies and processes with Dealmaker – the most advanced technology platform for lasting sales effectiveness, and reinforced by the TAS:Pedia learning community – to constantly refresh sales learning and best practice behavior. The only sales effectiveness organization with a 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.

See reverse side for contact information and ESR/Arena™ Chart.

January 2008: The TAS Group achieves market leadership position.

(See press release on 2007 achievements on reverse)



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