

# **The TAS Group Launches Intelligent Sales Effectiveness Platform™; Embeds Target Account Selling® Sales Methodology in Its Intelligent Dealmaker™ Software Platform**

## ***Leverages Purchase of OnTarget From Oracle to Increase Sales Effectiveness***

**Seattle, Sept. 19, 2006** — The TAS Group today announced the launch of its Intelligent Sales Effectiveness Platform (ISEP™), a combination of proven sales methodologies, implementation best practices and the intelligent Dealmaker™ software application.

The TAS Group was formed when Select Selling purchased OnTarget – the sales methodology division of Oracle. The multi-million dollar investment in ISEP underpins The TAS Group’s drive to fundamentally change how sales organizations worldwide approach and adopt sales training and sales methodology implementations by putting technology at the core of the implementation.

The complexity of many sales methodologies make them difficult to use – so, in some cases, sales teams don’t regularly use them. By combining world-class sales methodologies and easy-to-use software, ISEP guides salespeople through the sales methodology intelligently, offering interactive feedback along the way. ISEP is the first sales effectiveness solution that incorporates sales methodologies into an efficient and effective software environment. For existing OnTarget users, this means it is easier to reap the value of their previous investments. For new methodology customers, ISEP accelerates the methodology’s benefits and adoption.

“The measure of the successful implementation of a sales methodology is increased revenue,” said Donal Daly, CEO of The TAS Group. “The key to achieving that in a sustainable way is to deliver a solution that sales professionals want to use, because it actually helps them sell more without increased effort. When that happens, salespeople get what they want – increased sales – and sales management also gets what it wants – increased sales, accurate sales forecasts, sales process compliance and great metrics to manage the business. With ISEP, we let our Dealmaker software do the hard work, so salespeople and sales management don’t have to.”

### **ISEP Components**

Dealmaker is a software application that integrates sales methodologies with CRM systems for a customizable enterprise-wide solution. Its underlying sales process intelligence engine learns about what works, encapsulates best practices guidelines, reinforces sales effectiveness learning and provides a superior ROI on both CRM and sales training investments. Dealmaker provides accurate forecasts, deal clarity and pipeline visibility.

Five proven methodologies from the industry leading Target Account Selling solution have been incorporated into ISEP. These include Portfolio Management; Account Planning; Opportunity Management; Individual Sales Effectiveness; and Channel and Partner Management.

In addition, successful user adoption is driven through The TAS Group’s six-point implementation ‘best practice’ service.

The TAS Group also incorporates unmatched experience into its offerings, with more than 400,000 sales professionals around the world over the past 16 years employing its sales methodology solutions. With ISEP, the benefits of proven sales methodologies are amplified by the interactive nature of the Dealmaker software. The sales process best practices are available to salespeople in an online environment, integrated with their CRM system, and delivered to salespeople when they need it to help them progress and then close the sale.

The TAS Group will be demonstrating ISEP at salesforce.com’s Dreamforce event in San Francisco October 8-11 and Oracle Open World in San Francisco October 22-26. ISEP is available immediately.

### **About The TAS Group ([www.thetasgroup.com](http://www.thetasgroup.com))**

The TAS Group was formed when Select Selling purchased OnTarget – the sales methodology division of Oracle. It brings together proven sales methodologies (Portfolio Management, Account Planning, Opportunity Management, Individual Sales Effectiveness and Channel and Partner Management methodologies including the leading Target Account Selling®(TAS) solution) with the most advanced technology platform for sales effectiveness. Since 1989 it has helped 400,000 sales professionals around the world succeed through a network of 100 certified partners. . It has now encapsulated its knowledge and experience in the Dealmaker technology platform to increase sales predictably and gain

accurate forecasts with the sales effectiveness solution that winning sales professionals choose. The company is headquartered in Seattle, with international headquarters in Dublin, Ireland. For more information, please visit: <http://www.thetasgroup.com>.

###

*All companies and products listed herein are trademarks or registered trademarks of their respective holders.*

**For further information, please contact:**

George Cohen (for The TAS Group)  
GCC, Inc.  
617-325-0011  
george@gccpr.com