

The TAS Group Introduces Revolutionary Subscription Service: TAS Select Live!; Delivers Sustained Revenue Growth via Improved Sales Effectiveness

End-to-end Solution First to Combine Sales Process, Sales Methodology, Enterprise-class Technology and Ongoing Performance Metrics Insight

SEATTLE, Aug. 20, 2007 – [The TAS Group](#), the world leader in sustained sales effectiveness solutions, today announced [TAS Select Live!](#), which employs a ground-breaking approach to enhancing the sales effectiveness of sales organizations.

TAS Select Live! is the first and only end-to-end sales opportunity management subscription service solution that delivers immediate and sustained revenue growth through a combination of sales process, sales methodology, enterprise class technology and ongoing performance metrics insight.

TAS Select Live! is a complete, powerful and easy-to-use solution combining the following:

- Sales process optimization to guide the sales team through the right steps to complete a sale.
- The world-leading Target Account Selling® sales methodology to coach on how to deliver value to the customer while achieving the sale.
- The Dealmaker software platform to facilitate easy adoption and continuous usage of the sales process and methodology at an individual and corporate level.
- Ongoing performance metric insight for continued sales effectiveness optimization.

“Sales effectiveness solutions should deliver both immediate and sustained revenue growth,” said Donal Daly, CEO of The TAS Group. “TAS Select Live! provides just that – a long-term lasting impact, not just a short-term quick fix. The subscription nature of the TAS Select Live! service embodies a long-term partnership between The TAS Group and our customers via the continued value we add through sustaining technology and supporting services. Helping the sales team perform isn’t a one-time event – it’s an ongoing commitment to a company’s success – and that’s what TAS Select Live! represents.”

Sales effectiveness is continuously optimized through the Ongoing Performance Metrics Insight, a look inside the sales activity to highlight sales bottlenecks, sales cycle analysis and improved best practices. TAS Select Live! is a complete self-contained enterprise sales effectiveness solution that can also be integrated with salesforce.com, Siebel CRM, Microsoft CRM or any other SOA-compliant CRM systems.

TAS Select Live! is available immediately from The TAS Group at a monthly fee ranging from \$40 per user per month (based on 500 users).

About The TAS Group (www.thetasgroup.com)

The TAS Group helps companies achieve predictable, profitable and sustained revenue growth through the combination of sales methodology, sales process and enterprise-class technology. The TAS Group has helped over 400,000 sales professionals succeed and, as a global company, serves companies 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 with Dealmaker – the most advanced technology platform for sales effectiveness and is the only sales effectiveness company with a continuous multi-million dollar investment in our own dedicated sales effectiveness methodology and technology R&D center. The company is headquartered in Seattle, with international headquarters in Dublin, Ireland.

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