

The TAS Group Launches Revolutionary *Sales Workshop 2.0* and *Sales Enablement License* Programs

Cost-effective, Sustained Sales Effectiveness Solutions Through Embedded Innovation, Continuous Learning and Flexible License Program

SEATTLE, June 18, 2008 – [The TAS Group](#), the world leader in on-demand sales effectiveness solutions, today announced two major customer offerings, Sales Workshop 2.0 and Sales Enablement License Program.

Workshop 2.0 leverages The TAS Group's [TAS:Pedia](#) sales knowledge portal to deliver core knowledge concepts in advance, during, and after training events. It is specifically designed for sales organizations that want to achieve sustained sales performance improvement, with reduced classroom training time and travel. Unlike traditional sales training programs, Workshop 2.0 is more than just a single training event. It serves as an ongoing partnership platform between the sales effectiveness experts and the sales organization, resulting in consistent revenue gains and lower cost of sales.

“We’re addressing two major requests from our customers with Workshop 2.0,” said Donal Daly, CEO of The TAS Group. “First, we are increasing user adoption of the sales methodologies by providing a more effective sales effectiveness learning experience with TAS:Pedia, a technology-enabled learning and ongoing reinforcement program; and that increases user adoption – a significant win for our customers. Workshop 2.0 also reduces the amount of time that sales people need to be out of the field.”

The Sales Enablement License allows organizations to benefit from The TAS Group's complete range of sales methodology [solutions](#), complemented by TAS:Pedia. Solutions include opportunity management, account management, channel management and individual sales effectiveness methodologies, all for a significantly reduced per-user annual subscription fee.

In contrast to traditional license programs, the Sales Enablement License covers multiple methodologies and is paid on a subscription basis to reduce upfront costs. Licenses are transferable, so an organization can allow for sales force turnover and enable far greater simplicity in license administration and budgeting.

Sales Workshop 2.0 and the Sales Enablement License program are available immediately from The TAS Group.

About The TAS Group (www.thetasgroup.com)

The TAS Group provides on-demand sales effectiveness solutions 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 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 (www.taspedia.com) learning community – to constantly refresh sales learning and best practice behavior. 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 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 and Bracknell, England.

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