



# Dealmaker

## Sales Performance Automation

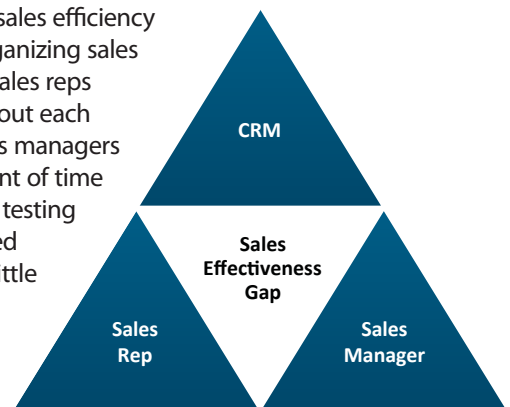
### Opportunity and Account Management Suite

#### Dealmaker

- Automates the discipline required to drive adoption of sales effectiveness investments
- Creates more intelligent sales data
- Takes the mystery out of forecasting
- Tightly integrates just-in-time learning with the sales process

Some of the savviest sales executives were caught off guard in recent months. While they may have had visibility into opportunities in the pipeline through their CRM system, they were—evidently—lacking the necessary insight into opportunity risk and performance across their enterprises.

One reason is that while CRM systems continue to have a positive impact on sales efficiency (e.g. storage contact data, organizing sales information), they still allow sales reps to enter uninspected data about each opportunity. This causes sales managers to spend an inordinate amount of time on inspecting, validating and testing the data that has been entered during deal reviews, leaving little time for high-value activities such as coaching their reps on a strategy to win. This sales effectiveness gap – between sales managers, the rep and CRM data—many times leads to missed forecasts due to deal slippage or lost deals.



#### Opportunity and Account Management Suite

Dealmaker Opportunity and Account Management Suite is designed to help sales professionals maximize the opportunities from key accounts, increase opportunity win rate, get accurate sales forecasts and improve sales performance through on-demand sales best practice learning and application, resulting in sustained, predictable and profitable revenue growth.

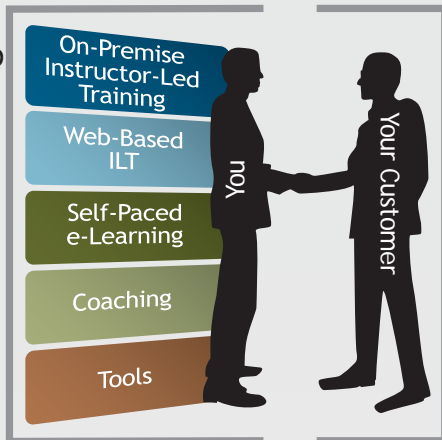
The solution incorporates world-leading methodologies (TAS and InfoMentis), step-by-step sales process, on-going insight and analysis through Dealmaker Performance Coach and continuous best practice learning through the Dealmaker Virtual Learning System.

#### Integrated Sales System

Dealmaker is an integrated sales system with learning and best practices constantly reinforced through its everyday use. It combines a proven methodology, embedded into on-demand sales performance automation technology, with effective on-the-job sales training. Since sales performance training is a continual process, Dealmaker breaks down the critical elements of the process into the following stages:



## Blended Learning



### What Dealmaker Clients Have Said:

"We are fanatical users of Salesforce.com, and this technology was a great way of complementing it within our sales methodology."

*Paul Merrild,  
SVP Marketing/Business Development, AMICAS*

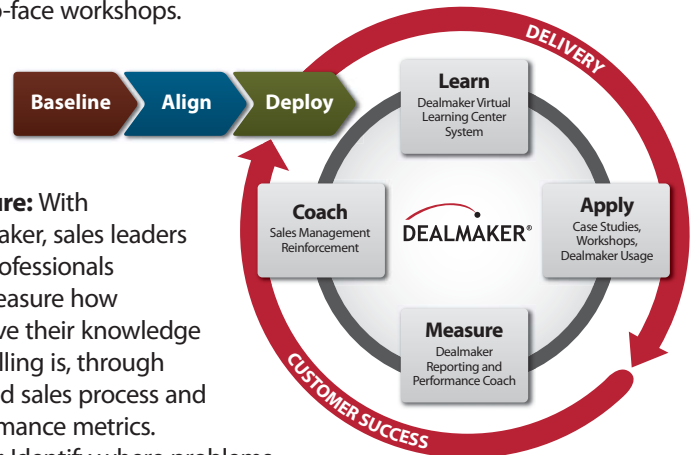
"The methodology really puts a magnifying glass on what's important to me: getting the strategy right, expanding the requirements, qualifying out where necessary, keeping control when the contract is in sight. Before Dealmaker, we wasted two weeks on a deal which should have never been touched. That doesn't happen now."

*Mark Hughes, SVP Global Operations,  
Thunderhead*

"From the onset the number of won accounts increased significantly. We experienced a five-fold increase in new business writings this year and expect to double them again next year"

*Adam Trevaskus, Director Sales/Marketing,  
FleetPartners*

- **Learn:** The best way to learn is in small segments, delivered at the right time. Dealmaker combines sales training delivered through its Virtual Learning System with InfoMentis' proven and configurable instructor led-training.
- **Apply:** Critical to learning is the application of new skills and insights directly to your real-world accounts and opportunities in web-based or face-to-face workshops.



- **Measure:** With Dealmaker, sales leaders and professionals can measure how effective their knowledge and selling is, through detailed sales process and performance metrics.
- **Coach:** Identify where problems exist and where additional coaching is required through the Dealmaker sales performance automation application. Refresh your sales team's knowledge and skills anytime through the Dealmaker Virtual Learning System.

Dealmaker Application and Reinforcement Webinars are included with Dealmaker system and administered by experts with considerable experience. They are customized to your actual accounts and opportunities and delivered via web and phone worldwide with no travel required.

### The Right Platform for You

Dealmaker is also an opportunity and account management performance automation platform, which utilizes industry-leading methodologies from The TAS Group and InfoMentis. Integration with existing CRMs such as Salesforce.com, Oracle CRM On-Demand, and Microsoft Dynamics CRM 4.0 is straightforward and completely transparent to the sales user.



**InfoMentis**  
mindshare momentum

### About InfoMentis

InfoMentis is a global consulting and performance improvement company providing configurable programs that help our clients enable cultural change. We teach our clients how to more effectively attract and retain customers and help them to achieve bottom-line results. Our configurable courseware, e-Learning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management that have contact with their customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams. Through our unique offerings, they are able to recognize that an opportunity for growth is significant among organizations eager to differentiate. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 66 countries over six continents.