



**PRESS RELEASE** – March 8, 2010

Contact: Suzanne Rabauer

Email: [srabauer@infomentis.com](mailto:srabauer@infomentis.com) or 678-336-0420

InfoMentis, Inc.

1750 Founders Parkway, Suite 160

Alpharetta, GA 30004

[www.infomentis.com](http://www.infomentis.com)

---

### **InfoMentis Announces New Offering at Sales 2.0 Conference**

*Dealmaker® Sales Performance Automation Opportunity and Account Management Suite*

**SAN FRANCISCO – March 8, 2010** - InfoMentis, Inc., the global leader in revenue through collaboration announced the availability of their newest offering—Dealmaker Sales Performance Automation Opportunity and Account Management Suite. The Dealmaker Opportunity and Account Management Suite is designed to help sales professionals maximize the opportunities from key accounts, increase opportunity win rates, 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), a 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. Currently in use by 15,000 sales professionals worldwide, Dealmaker is integrated with Salesforce.com, Oracle CRM On-Demand, and Microsoft Dynamics CRM 4.0 and combines proven sales methodology and processes with effective, on-demand sales training.

“From impossible to possible—Dealmaker is the most exciting technology to hit the sales effectiveness industry in 10 years,” said Wendy Reed, CEO of InfoMentis. “Dealmaker uses an algorithm based on a sales methodology to calculate close dates and probability of close—which I didn’t think was possible. Dealmaker eliminates the pain associated with forecasting, allowing sales management to focus on performance coaching, which ultimately impacts revenue.”

“The integration of account and opportunity management components from InfoMentis introduces the customer collaborative aspect of methodology to Dealmaker,” said Donal Daly, CEO, The TAS Group. “This is of real value to customers, and enhances the value users get from Sales Performance Automation.”

#### About InfoMentis

InfoMentis is a global training, consulting and performance improvement company providing configurable programs to help clients attract and retain customers. InfoMentis’ 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. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching in 66 countries on six continents.