



## The TAS Group Announces Acquisition of InfoMentis

*InfoMentis CEO Wendy Reed to take role as Executive Vice President, Strategic Alliances at combined company*

**SEATTLE – Dec. 20, 2010** – Today The TAS Group ([www.thetasgroup.com](http://www.thetasgroup.com)) announced the acquisition of InfoMentis ([www.infomentis.com](http://www.infomentis.com)), the Atlanta-based provider of sales effectiveness products and services. This combination accelerates the TAS Group's push to make its DealMaker Sales Performance Automation Platform the de facto standard for organizations looking to help their sales teams sell smarter and manage better, and makes the combined company the largest provider in this rapidly growing segment.

InfoMentis is the recognized leader in customer collaboration sales methodology and other intellectual property that is complementary to the existing The TAS Group solutions. The company was also an inaugural member of The TAS Group's DealMaker Partner Network, which allows sales performance IP holders to leverage the automation and intelligence that The TAS Group's DealMaker SaaS platform provides. Over the past year InfoMentis made a significant investment in moving its Intellectual Property and business model to support DealMaker, and this acquisition is a natural and exciting next step for both companies because of the alignment of vision and strategy.

The combination will benefit current and future customers by building on the leadership position in the sales performance automation market through its DealMaker software platform, The TAS Group brand and intellectual property, augmented by the InfoMentis solutions. These benefits include:

- **Stronger customer offering.** Through this combination, The TAS Group's customers benefit from an expanded offering on the DealMaker platform, all from a single provider. InfoMentis customers have already been exposed to DealMaker through InfoMentis' participation in the DealMaker Partner Network, and will now have access to the full range of solutions from The TAS Group. InfoMentis' IP is highly complementary to The TAS Group's, and this means that both companies' customers can enjoy a broader set of solutions to choose from.
- **Scale.** InfoMentis brings high quality resources to the combined company, including customer relationships, sales, marketing, methodology, and customer service and support staff. InfoMentis has an excellent reputation in the market, due in large part to its people. With InfoMentis' previous investment in these resources, and The TAS Group's assets, the combined company will achieve scale much more quickly, maintaining superior service and enabling new product and service capabilities.
- **Better DealMaker Partner Network.** Following the transaction, InfoMentis CEO Wendy Reed, will join the executive team of The TAS Group and take the position of executive vice president, strategic alliances, with responsibility for growing Solution Partners and other Strategic Alliances. Wendy brings passion and more than a decade of leadership experience in the sales effectiveness market, extensive relationships across the industry, and is uniquely qualified to further cultivate the DealMaker Partner Network.

"We're delighted to welcome InfoMentis' customers and employees to The TAS Group," said Donal Daly, CEO of The TAS Group. "This is truly a winning combination for everyone, and will allow us to build on the combined base of more than 800,000 sales professionals that have already benefited from our sales performance knowledge. Moreover, the opportunity to automate proven sales methodology and process for a larger set of customers is the fulfillment of the vision and strategy that we embarked on more than five years ago, and I'm confident that we now have the team and resources to execute at a faster pace than ever before."

While already well integrated into DealMaker, the intellectual property from InfoMentis brings additional opportunity to expand the range of capabilities already available in the DealMaker platform. This includes the incorporation of enhancements to the existing TAS opportunity and account management methodologies, as well as the addition of new offerings in the selling skills area.



The combined company will be working very closely with existing InfoMentis customers to ensure that their investment is preserved, and to help them understand and take advantage of the combined offering on the Dealmaker platform. Existing The TAS Group customers should expect no immediate changes, but will be able to take advantage of the enhanced offerings that result from the incorporation of InfoMentis intellectual property into Dealmaker over time.

“Joining forces with The TAS Group will take the capabilities of InfoMentis to the next level,” said Wendy Reed, CEO of InfoMentis. “It’s rare that you find opportunities like this where there’s a fit on so many levels, including product offering, market penetration, customers, employee culture, and an absolute alignment on vision and strategy. That’s what makes this an obvious and exciting transaction, and one that I’m confident will yield great benefits for all stakeholders.”

Reed added, “Sustainability of sales effectiveness is a huge issue. The TAS Group has figured out how to solve this with its Dealmaker platform, and I’m truly excited about having a leadership role in bringing this to our combined customers.”

#### **About The TAS Group**

The TAS Group® ([www.thetasgroup.com](http://www.thetasgroup.com)) is the sales performance automation company that helps companies sell smarter and manage their business better. Its industry-leading TAS® methodology has helped more than 750,000 sales professionals find and close more deals, and its proven sales process shows companies what they need to do to move opportunities through the pipeline. The result is increased revenue, accurate sales forecast and pipelines, and timely information to make better decisions. It all gets delivered through the on-demand Dealmaker® technology that integrates with leading CRM systems from salesforce.com, Oracle, Microsoft and SAP to produced sustained, measurable results. And to ensure that sales teams get the full benefit, Dealmaker virtual learning delivers on-the-job training worldwide – reinforced by expert coaching. The TAS Group hosts a range of free resources, including [Dealmaker Genius](#), which generates a customized sales process in under 15 minutes, the [Success Charter](#), which helps companies identify the revenue and behavioral objectives of their sales effectiveness initiative, and the [Sales 2.0 Network](#), a global forum to discuss issues relevant to sales professionals in a Sales 2.0 world. The only sales effectiveness organization with 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 Reading, England and Dublin, Ireland.

#### **About InfoMentis**

InfoMentis coaches companies on ways to implement cultural change that will significantly improve revenue streams. Since its founding in 1996, InfoMentis has taught performance enhancing strategies for all customer-facing activities with measurable results to over 50,000 professionals in 67 countries on six continents. Headquartered in Alpharetta, Georgia, InfoMentis was named one of the top 20 sales training companies in 2007, 2008 and 2009 by Training Industry, Inc.

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