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**InfoMentis Launches Dealmaker® Coach Me –  
Industry's First Intelligent, Fully Automated Deal Coach**

*Individual sales contributors and sales managers get intelligent deal-specific coaching – every deal, every day.*

**ATLANTA – June 25, 2010** – InfoMentis, Inc., an Atlanta-based global consulting and performance improvement company announced the launch of Dealmaker® Coach Me, which provides intelligent automated deal coaching. Coach Me encapsulates 17 years accumulated coaching wisdom, the complete InfoMentis Sales Methodology framework, and coaching solutions to thousands of different opportunities, imparting deal strategy and best practices to individual sales people at the click of a button – in the context of the specific deal. In today's world of scarce time and sales management resources, Coach Me provides just-in-time coaching for every sales person on every deal, freeing up management to focus on the most important opportunities and accounts.

According to the Sales Executive Council, when coaching is added to sales training, sales productivity is improved by 88%, and as a result of coaching, Return on Investment in sales goes up 27%, according to Gallup.

Dealmaker® Coach Me analyzes the information sales people have provided it through the regular use of the Dealmaker sales performance automation application, and provides suggestions on what sales should do next to progress their deal, potential pitfalls and risk areas, and opportunities to further strengthen their position – all designed to optimize the chances of winning. Its coaching expertise covers assessment of the deal, choice of competitive strategy, analysis of the politics in the deal, uncovering of the issues and solution with the customer, the decision criteria of the key players, and the actions needed to progress the deal. It also helps with best practices on the sales process that should be followed.

Dealmaker® Coach Me comes with a set of default coaching rules 'out of the box,' based on the InfoMentis sales methodology and process in use by more than 40,000 sales professionals worldwide. This allows customers to use it without any further configuration, and instantly benefit from decades of sales coaching experience. Moreover, Coach Me adapts and refines the coaching over time in each specific deal, taking the specifics of that particular opportunity and the sales person's progress with it into consideration – just like a sales manager would.

"For years, managers have spent an inordinate amount of time on deal inspection," said Wendy Reed, CEO for InfoMentis. "Dealmaker® Coach Me proactively inspects the mechanics of the methodology, so that sales people and their managers can spend more time on developing strategy to win—saving a tremendous amount of time."

Dealmaker® Coach Me also integrates with popular CRM systems, adding capabilities that are beyond what's possible with CRM customization. Coach Me is available for CRM systems from Salesforce.com, Oracle, Microsoft, and SAP. This enables the day-to-day reinforcement of methodology and process by helping sales people to win, and makes CRM use salesperson-centric, and solves the problem of low CRM adoption by sales.

Dealmaker Coach® Me is available now from InfoMentis, Inc. as part of the company's Dealmaker 7.0 offering. For more information, visit [www.infomentis.com](http://www.infomentis.com).



### **About InfoMentis**

InfoMentis is a global consulting and performance improvement company. InfoMentis teaches clients how to more effectively attract and retain customers. Their configurable courseware, eLearning 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 who may have contact with 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 to over 40,000 professionals in 67 countries on 6 continents.