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### **InfoMentis Joins the Dealmaker® Partner Network**

*Joining Forces with Industry Leaders to Raise the Standard for  
Sales Performance Automation and Effectiveness*

**ATLANTA – September 29, 2009** - InfoMentis, Inc., the global leader in revenue through collaboration announced today their role as a founding Solution Partner in the Dealmaker Partner Network (DPN). The DPN is an industry initiative to dramatically improve the benefit customers gain from their sales effectiveness investments. By using the best-in-class sales methodology, process and skills from the DPN Solution Partners InfoMentis, Huthwaite, Think! Inc. and The TAS Group, customers will have access to a comprehensive range of solutions, all delivered through the Dealmaker Sales Performance Automation platform.

“The forecast is still a mystery. Sales manager’s burn countless hours with sales teams validating opportunities before committing to a number,” said Wendy Reed, CEO of InfoMentis. “The Dealmaker platform takes the mystery out of forecasting by shifting deal inspection from sales management to the sales rep, requiring them to address sales methodology questions at the point of data entry. This is imperative as it ensures adoption, allowing sales management to coach, mentor and effectively strategize with reps on how to win key opportunities. And this is only one example of how the DPN will radically advance sales effectiveness.”

Dealmaker is the premier sales performance automation solution, integrated with CRM, which combines proven sales methodology and processes with effective, on-demand sales training. As a founding Solution Partner for the DPN, InfoMentis offers new and existing clients the ability to leverage Dealmaker, which is already in use by more than 15,000 sales professionals worldwide.

“Traditionally, adoption of sales best practices has required an enormous amount of management effort and discipline,” said Steve Maul, Chief Learning and Strategy Officer for InfoMentis. “The Dealmaker platform addresses these issues head on by tightly integrating training and learning with sales execution”.

“We are excited to have InfoMentis, a highly respected performance improvement company, as a founding member of the Dealmaker Partner Network. The Solution Partners are industry thought leaders and represent an unprecedented commitment to collaboration. Together we have just raised the bar for achieving sales effectiveness,” said Donal Daly, Chief Executive Officer of The TAS Group.

“A fresh model for driving sales effectiveness by automating proven ‘best of’ sales process, methodology and skills on one technology platform. This will significantly improve the productivity, performance and predictability of the B2B sales professionals,” said Joe Galvin, Vice President for SiriusDecisions, the world’s leading source of sales and marketing best-practice research and data. “Process drives productivity and technology powers the process – combining both represents a new wave of 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.