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For Immediate Release

SIMULATION GETS REAL... COMPETENET ENABLES FORTUNE 500 FIRMS TO LEARN FROM TRUE-TO-LIFE SALES SCENARIOS, GENERATING MEASURABLE RESULTS

ATLANTA, GA – June 22, 2004 – CompeteNet, a leading provider of sales performance enhancement solutions, introduces the Sales Mastery System™, which revolutionizes the way companies educate and prepare their field sales forces in competitive environments. CompeteNet's Sales Mastery System combines a highly interactive and customized experiential learning environment with innovative tools that provide up-to-date competitive intelligence to allow companies to teach, motivate, and energize their sales forces to gain a competitive edge and achieve a significant Return on Investment in Sales Education (RISE).

CompeteNet's Sales Mastery System comprises a comprehensive suite of products, programs, and services, including SimSell™, BattleTables™, and a set of proven sales methodologies. CompeteNet's SimSell creates a unique environment for salespeople to engage customers in realistic, simulated sales situations. Also available as part of the Sales Mastery System is CompeteNet's BattleTables product, providing situation-specific, up-to-date competitive intelligence in an easily accessible, Web-based format. CompeteNet's Sales Mastery System will work with a company's pre-chosen sales methodology or can utilize CompeteNet's own sales methodologies, including Knowledge Advantage Selling. Content can be tailored to focus on solutions, product launches, sales organizations, market approaches, and/or competitive positioning.

The Sales Mastery System creates a powerful and measurable change in companies with large sales forces, impacting their ability to open more prospect doors and ultimately close more business. Modeled after pilot simulation in the aviation industry, SimSell trains sales professionals how to successfully handle complex cause-and-effect sales scenarios based on their unique markets, customers, prospects, and business challenges.

"We believe the Sales Mastery System provides a compelling and easy-to-implement, yet comprehensive, competitive selling solution that allows companies to compete more effectively and ultimately win more often," said Bentley Radcliff, CEO and Founder of CompeteNet.

Corporate Training Evolves with Video-Based Simulation, Competitive Intelligence

"What makes SimSell unique is the combination of insightful sales expertise and a high level of realism, presented through leading-edge interactive video technology that clearly captures the subtleties of human behavior, body language, tone, and situation," said Radcliff. SimSell

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encompasses the entire sales process, from pre-sales efforts and effective customer targeting to understanding customer business issues and creating and presenting a winning proposal. “By engaging with customers in realistic simulated sales situations, sales people are better prepared for the most complex cross-organizational solution selling challenges,” said Radcliff.

Simulation is the Key

“When it comes to learning, multiple-choice answers have little impact on a participant’s decision-making skills,” said Ray Belcher, CompeteNet’s Executive Producer. “Situations charged with emotion and unpredictability can result in clumsy responses. The critical success factors are developing the innate knowledge and behaviors that allow sales reps to react and interact via subtle cues and developing specific instincts to deal with the unknown. The key benefits of simulation are that it provides a “life-like,” and new approach to learning, as well as the opportunity to practice over and over again until the information or behavior becomes ingrained and natural.”

With CompeteNet’s Sales Mastery System, sales professionals are able to demonstrate their ability to address organizational and cultural/personality issues, read and assess behavior, and ask the right questions and give appropriate responses to address customer-specific challenges. This powerful approach also appeals to a younger generation of learners who were brought up on video games and the Internet.

“Video games can be a powerful way to instill real-world skills. The U.S. Marine Corps has used *Doom* to teach battlefield tactics, and a recent survey revealed that doctors who play video games made 37 percent fewer mistakes during laparoscopic surgery,” according to a recent article in *Business 2.0* magazine. “It’s no great leap, then, to conclude that the tools that make better soldiers and surgeons might also make better corporate warriors.”

BattleTables Differentiate CompeteNet in the Marketplace

BattleTables offer the integration of real-life simulation and competitive intelligence in an interactive, online matrix, providing up-to-date detailed information on competitors’ solutions, tactics, strategies, and product specifications. BattleTables increase productivity by providing comprehensive competitive intelligence in a manner that is truly relevant and pertinent to the specific selling initiative. It places customized competitive information at a salesperson’s fingertips, while allowing salespeople to easily explore their biggest competitors in a side-by-side, real-time analysis of their solutions and offerings.

“BattleTables offer a true value-add because the customer can leverage rich media assets from CompeteNet training initiatives like SimSell to complete the Sales Mastery System, creating a

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comprehensive workplace learning environment,” said Radcliff. In addition to offering sales personnel superior competitive intelligence, BattleTables enable a sales force to walk into key meetings prepared. “Through more effective research and a better understanding of a prospect’s challenges and their marketplace, any salesperson is able to offer key solutions that clearly address the prospect’s problems, leading to a higher close ratio,” stated Radcliff.

ViewPoint Technology

The foundation for CompeteNet’s solutions is the company’s proprietary Viewpoint™ Technology platform, which enables information to be dynamically configured and presented to each user in a secure and customizable solution. Users are able to easily move in and out of the experiential learning environment at their discretion and access current competitive information as needed. Additionally, management is able to assess and track the performance and behavior of their sales force.

CompeteNet’s solutions are available now and can be customized to meet each customer’s specific needs. Prospective customers can access more information on the CompeteNet Sales Mastery System or schedule a demo of CompeteNet’s product offerings by calling a sales representative at 678-461-4820 or visiting www.competenet.com.

About CompeteNet

Founded in 1996, CompeteNet (www.competenet.com) is a leading provider of customized sales productivity enhancement solutions that combine high-quality, realistic simulation training and real-time, comprehensive competitive intelligence tools. The company integrates simulation technology with extensive sales expertise to help customers increase revenue through more effective education and better utilization of their direct and channel sales forces. CompeteNet programs are designed to impact sales behavior through experiential learning environments that improve Return on Investment in Sales Education (RISE). Solutions are customized for each customer’s situation, combining industry expertise, sales performance experience, and leading edge technology.

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