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### **ADVISOAR ANNOUNCES DEAL STRATEGY & INITIALIZATION CONSULTING**

**Lewisville, Texas, 10 March 2005** -- AdviSoar, L.L.C., the firm renowned for its leadership coaching and Developing Executive Relationships™ program, is pleased to announce a unique Deal Strategy & Initialization services offering. Designed for teams leading large complex deal pursuits, AdviSoar's one-day consulting engagement is designed to significantly increase deal win rates through a proven and intensive sales campaign strategy development process.

"Throughout the many years that I been involved in large and complex deal pursuits, I realized that it was seldom the best price or even the best value propositions that won. Rather, the award went to the contender with the most consistent, best planned, and thoroughly executed competitive sales campaign," said Robert Rockwell, a Managing Partner in the firm.

Deal Strategy & Initialization addresses three critical and inter-connected parts of the sales campaign. First, a simple message is created that portrays an image of the contender that is in line with the expectations of the client, and which differentiates from the competition. Then tactics are created to advance both the sales campaign as well as the relationship objectives. Finally, an intensive competitive defense strategy with counter-tactics is developed, rigorously tested and prioritized. The results have typically included not only a sales campaign with a higher win probability, but a more unified, engaged and motivated pursuit team.

***About AdvISOar***

AdvISOar, L.L.C. is a leading provider of leadership development and mentoring programs for C-level corporate executives and leaders. Its principals are seasoned cross-industry executives themselves, with proven track records in leading global operations, sales and business development.

To contact AdvISOar please call 214-693-8776, or visit <http://www.advisoar.com/>.