



News Release

For Immediate Release

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Its Fish Or Cut Bait Time For Business To Business Organizations (B2B) Operating In Complex Sales Environments.

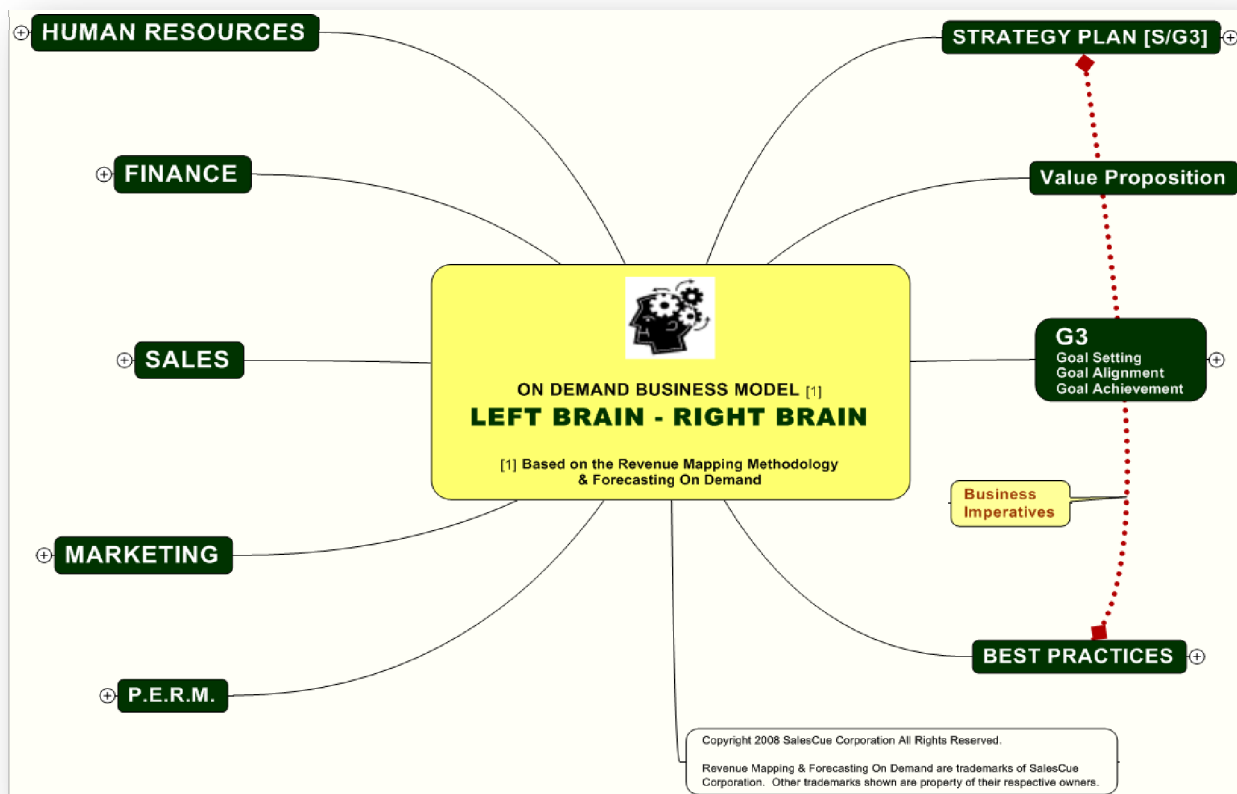
Two forces are currently in play that will further widen the gap between organizations that are committed to lead and those willing to follow. In addition to an economy in crisis, we are entering an era with an insatiable need for instant access to information ON DEMAND. These events will increase the significance on innovating business models based on creative strategy planning and better-quality decision making.

Columbus, North Carolina (November 4, 2008) Howard Highsmith, CMC – President of SalesCue Corporation, a management consulting firm providing ***Insight To Sales Performance*** to business and technology organizations that are operating in complex sales environments. “Based on our analysis, high anxiety over the stability of the economy will further fuel the need by business to want instant access to data and information. This combination will put significant pressure on B2C and B2B businesses alike to innovate their business models and work smarter to maximize revenue results,” Highsmith stated. “Unlike the B2C market sales revenue goal achievement can’t just be tied to historical sales results and the resulting Key Performance Indicators (KPI’s),” Highsmith added. “While it remains important that B2B organizations make full use of KPI’s, it is future data and information about near term revenue opportunities that is the real key to consistent goal achievement. Called Key Future Indicators^[1] (KFI’s), these data points will ultimately determine success or failure of those organizations ***committed to lead over those willing to follow***,” Highsmith concluded.

[1] Source: SalesCue Corporation

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SalesCue's On Demand Business Model



LEFT BRAIN RIGHT BRAIN [1]

If a business model is to consistently support sustaining sales revenue it must contain two distinct components. You might think of these two components and their related elements as LEFT BRAIN

- RIGHT BRAIN. Words for example that define left brain thinking are; *logic, sequential, rational, analytical, objective, and 'looks at parts'*[2]. This is the side of the brain that **plans, executes, reports and manages (P.E.R.M.) the sales revenue plan.** The right side of the brain is defined as *random, intuitive, holistic, synthesizing, subjective and 'looks at wholes'*[2]. This is the side of the brain that uses creative thinking to establish competitive advantage in a complex market by **melding vision into a defined strategy.**

[1] **Left Brain - Right Brain** is a business model developed by SalesCue Corporation, Columbus, NC and is part of the intellectual property involving Revenue Mapping™ and Forecasting On Demand™ - All Rights Reserved

[2] Left Brain & Right Brain (Word Definitions Only) from: www.funderstanding.com/right_left_brain.cfm/