

Scott Spanbauer to Spearhead Education Initiative for SalesCue Corporation

Columbus, North Carolina May 14, 2009 -- Howard Highsmith, CMC – Author and Chairman of [SalesCue Corporation](#) announces a transformational change to SalesCue Corporation with the arrival of Scott Spanbauer to head an important education initiative. “Scott will be responsible for delivering key educational programs designed to help organizations operating in complex sales environments improve their net sales revenue performance. In addition, this initiative will augment the newly released Revenue Mapping®, a predictive business model developed by SalesCue for managing and forecasting near term sales revenue,” Highsmith stated. “I couldn’t be more excited as Scott brings technical, business process and sales expertise to SalesCue that will enable us to fill a vital need in the marketplace – educating both executive and sales management on the critical aspects that affect sales performance in a complex sales environment,” Highsmith added.

Scott Spanbauer Bio

Scott Spanbauer began his career as a salesperson and then grew into a dual-role of sales and technology consultant. At age 24, Scott formed his own technology consulting company in Charlotte, NC which he successfully grew 300% year-over-year through 1998. His company, BridgeBuilder, assisted companies how to manage their customer information and how to create custom reports for the rest of the organization to benefit from.

Scott has co-authored three best-selling books on Crystal Reports and BridgeBuilder won the prestigious North American Training Company of the Year award for Crystal products.

BridgeBuilder taught over 45,000 students on Crystal products. BridgeBuilder also won

Scott Spanbauer Bio - continued

numerous awards from the leading Sales Force Automation and Customer Relationship Management companies including GoldMine, ACT, and SalesLogix. BridgeBuilder completed hundreds of projects implementing CRM applications from GoldMine, ACT, SalesLogix, Salesforce, and Microsoft CRM. All of these experiences have provided Scott with a wealth of real-world knowledge of what makes a successful organization thrive.

Scott graduated with a BA from the University of North Carolina at Chapel Hill and holds a MBA/Marketing (with honors) from the University of Phoenix. Scott is a certified trainer for Napoleon Hill's 'Keys To Success' based on his 17 Principles of Personal Achievement.

Over time Scott found that his passion is educating business professionals on critical concepts and best practices that impact the long-term success of the client's company. Scott believes there are tremendous opportunities for leveraging sales and marketing organizations through education, best practices, technology and process.

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Supplemental Information:

In a recent study released by **IBM's Institute for Business Value** reveals the following excerpts:

- One in two business leaders say they don't have access to the information in their organization they need for their job.
- The survey also showed that eight out of ten business leaders make major decisions with missing or untrusted information.
- Our clients understand they're operating in a competitive environment where more than ever before, in addition to being fast, they have to be right.

[1] Source: Harris InfoSource, A Division of D&B
Twinsburg, OH 44087
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Most medium to large enterprise organizations are attempting to operate their revenue generation strategies using antiquated systems and formulas that just don't work anymore.

For example; old school sales forecasting is typically accomplished using the percent of confidence factor. This approach requires sales personnel apply a percent of confidence factor that an opportunity will turn into a sale. The result of multiplying the dollar value of each revenue opportunity times the percent of confidence factor becomes the amount forecasted.

This approach is simply fuzzy math because in a complex sales environment in particular you don't win 'part' of the opportunity – you win all of it or you lose all of it.
