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CONTACT:
Thomas Eorgan
Senior Vice President, Marketing
(423) 926-8272 ext. 140
eorgan@ntara.com

n-tara Sheds Light on Sales Enablement Challenges with New Interactive Web Site

SalesEnlightenment.com asks the question: Ever feel like your sales people just don't get it? - and stimulates conversations that help sales and marketing define and solve common sales enablement challenges

(Johnson City, Tenn.) n-tara, an award-winning interactive design and technology agency that specializes in sales enablement solutions, has launched a best practices web site to help marketing, portfolio and sales leaders learn more about sales enablement.

Resulting from 10 years of hands-on experience designing sales enablement solutions for a variety of customers, n-tara assembled the web site (www.salesenlightenment.com) to discuss common challenges that marketing, portfolio and sales organizations encounter, and a set of best practices that will help determine how they can "get it".

Sales enablement is the process of improving sales conversations to maximize sales performance. By evolving from traditional sales support collateral to a holistic approach, client-facing teams can be equipped with visually compelling, customer-ready content that is in-context with customer needs.

"Our approach to enabling sales is to improve the quality and outcome of meetings between sales people and their customers," said Ralph O'Dell, CEO of n-tara. "These sales conversations can be more productive with informative, visual sales content, tailored to the customer's business issues, and delivered in a presentation style that sparks a collaborative, two-way dialogue."

n-tara's sales enablement solutions are focused on delivering three critical components: the creation of visual, customer-ready sales content that simplifies complex solutions and messaging; an enabling framework that delivers informed messages that are timely, relevant to their business objectives and in the context of individual stakeholders; and an intelligent, interactive presentation layer that facilitates non-linear, collaborative discussions, and tracks usage and results.

The best practices web site allows individuals in sales, marketing and portfolio management to select their role, go-to-market model and sales strategy and presents common scenarios based on pain



n-tara interactive

n-tara works

points specific to their profile. Solutions to each challenge are presented along with links to additional information. Users of the site can also submit their own stories, pass along to a colleague or join in facilitated conversations with n-tara's sales enablement strategists

"With so many companies facing challenging sales objectives in an increasingly competitive global economy, our mission is to maximize the value of each sales conversation to improve performance and ensure a return on investment for sales support endeavors." O'Dell said. "This web site is evidence of our commitment to sales enablement as we continue to shed light on the business imperative to break through the clutter, rise above the competition and reduce complexity.

SalesEnlightenment.com is designed to offer advice to meet these objectives as well as create a forum for sharing information and best practices for sales enablement."

About n-tara:

n-tara is a digital media company dedicated to harnessing the combined power of strategy, creative, and technology to solve the challenges of sales and marketing organizations within the Fortune 1000 with solutions that increase revenue, lower cost, and improve productivity.

Founded in 1999, n-tara serves the diverse needs of marketing and sales organizations by providing online marketing strategy, interactive marketing services, sales enablement solutions and an array of communication tools and platforms.

n-tara consists of n-tara interactive, a full-service interactive agency, and n-tara works, a communication tools and platforms company. Serving a diverse clientele in the Fortune 1000, n-tara is based in Johnson City, Tenn. with staff in Los Angeles, Calif. and Columbus, Ohio. For more information please visit www.ntara.com.

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