

Revenue Storm Wins Bronze in the 2013 Brandon Hall Group Excellence Awards in Technology

Schaumburg, IL – January 20, 2014 – Revenue Storm, a leading sales consulting firm, won a coveted Brandon Hall Group bronze award for excellence in the Best Advance in Unique Sales and Marketing Technology category for their Sales Evaluator™ Toolkit. Revenue Storm's win was announced on Wednesday, January 8th. The winners are listed at http://go.brandonhall.com/Excellence_Awards_Home.

The Sales Evaluator Toolkit is an online version of two of Revenue Storm's most effective revenue acceleration tools—the Relationship Suite™ Tool and the StormTracker™ Tool. The Relationship Suite helps salespeople develop a relationship and political strategy, highlighting areas of over and under-investment in relationships, so users can target those with the most influence in the decision making process for their sales pursuits. The StormTracker helps salespeople improve their consistency in winning deals by identifying which pursuits are more qualified than others, evaluating the degree of competitive advantage, and culminating in a calculated probability of winning. This toolkit's format enables integration into virtually any CRM system and allows users to more easily use Revenue Storm's proven sales methodology at the point where it has the greatest impact.

"It is our honor to recognize this year's award winners, who exemplify the commitment to innovation and excellence that drives growth and over-the-top business results," said Mike Cooke, Chief Executive Officer of Brandon Hall Group.

Rachel Cooke, Chief Operating Officer of Brandon Hall Group who runs the awards program, stated, "With the innovation and unique differentiators demonstrated in this year's entries, it is easy to see why these organizations are tremendously successful."

The entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group senior analysts and executive leadership based upon the following criteria:

- **Product:** What was the product's breakthrough innovation?
- **Unique differentiators:** What makes the product unique and how does it differ from any competing products?
- **Value proposition:** What problem does the product solve and/or what need does this product address?
- **Measurable results:** What are the benefits customers can expect to experience as a result of using this product?

"We are very proud to receive this award from Brandon Hall," stated Debby Rizzo, Chief Executive Officer of Revenue Storm. "Their deep level of research and market analysis has made them one of the most respected, independent evaluation organizations in the marketplace. Our sales toolset is not only making a difference for sales professionals but also for sales leadership and to have that verified by an organization like theirs makes us feel very honored."

About Revenue Storm

Revenue Storm is a sales consulting firm that helps clients implement processes and disciplines to drive sustained revenue acceleration. We provide comprehensive consulting, training, coaching and rigorous analytics to help Fortune 1000 firms create demand and increase profitable, sustainable revenues. Headquartered just outside Chicago, the firm accelerates revenues for its clients in 44 countries and nine languages. For more information and to experience the power of our approach, visit www.revenuestorm.com.

About Brandon Hall Group, Inc.

With more than 10,000 clients globally and 20 years of delivering world class research and advisory services, Brandon Hall Group is the most well-known and established research organization in the performance improvement industry. We conduct research that drives performance, and provides strategic insights for executives and practitioners responsible for growth and business results.

Brandon Hall Group has an extensive repository of thought leadership, research and expertise in Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Human Resources. At the core of our offerings is a Membership Program that Empowers Excellence Through Content, Collaboration and Community. Our members have access to research that helps them make the right decisions about people, processes, and systems, combined with research-powered advisory services customized to their needs. (www.brandonhall.com).

CONTACT: Revenue Storm, Stacy Silkaitis, Marketing Manager, ssilkaitis@revenuestorm.com