

The 2018 Brandon Hall Group Excellence Awards in Technology — Revenue Storm Wins Bronze

SCHAUMBURG, IL, December 12th, 2018 | Revenue Storm announced today it won a coveted Brandon Hall Group bronze award for excellence in the **Best Advance in Sales Training Online Application** category. The winning entry was *Bringing Virtualization to the Classroom* – Revenue Storm’s Virtual Instructor Led Training.

A panel of veteran, independent senior industry experts, and Brandon Hall Group senior analysts and executives evaluated the entries 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?



After receiving news of the announcement, Revenue Storm’s CEO Debby Rizzo replied, “We are delighted to be recognized by Brandon Hall for our innovations in virtualizing sales training. Their reputation and integrity in evaluating technology and innovation is a gold standard in the industry. While the digitization of sales training is great to build knowledge and awareness, Revenue Storm believes that to truly build new behaviors and skills, there needs to be purposeful interaction and an easy-to-access support system. Our fully virtual cohort experience has just that, with field-proven sales coaches that help salespeople achieve a new level of performance. I am proud of our team for the fun, high engagement virtual experience they have created. While our compliments and sales gains for our clients are the best review of our work, it is gratifying to receive this prestigious external confirmation of our success!”

Rachel Cooke, Chief Operating Officer of Brandon Hall Group and head of the awards program said, “We’re proud to honor the innovators. As human capital management continues to evolve, the creativity of the award winners is breathtaking. Organizations of all size showed that creativity and technology can create new and better work experiences for businesses and their employees,”

“We were blown away,” said Mike Cooke, Chief Executive Officer of Brandon Hall Group. “Our research was confirmed by the entrants’ responsiveness to the needs of employers who seek to align technology to the goals of their businesses. Every Technology Award entry embodied a win-win proposition for employers and employees.”



About Revenue Storm Corporation

Revenue Storm is best known for helping sales organizations sell differently in competitive markets, to both win new clients and grow revenue streams from existing clients. Using a proven methodology backed by science, Revenue Storm enables sales professionals and teams to change their habits and relationship-building strategies. They help clients level up their sales performance by customizing sales training to client's unique needs, including their latest sales toolkit, online reinforcements, and 1:1 coaching to ensure adoption. At Revenue Storm, we do things very differently. To learn more visit www.RevenueStorm.com.

About Brandon Hall

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).

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