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### **Three Value Logic Sales Institute Contract Win Underscores New Sales Trend**

**BOULDER, Colo. - April 15, 2003** - Three Value Logic Sales Institute (3VLSI) has announced a \$150,000 contract with Sun Microsystems on behalf of client, Absolute Performance. The contract—for technical diagnostic services—underscores the success this Colorado company is achieving in bridging the widening gap between cutting sales forces and generating revenue.

“Outsourcing is an emerging trend for high-end, business-to-business sales,” says 3VLSI Founder and Managing Partner Townsend Wardlaw. Wardlaw, who has grown the enterprise from a two-person startup in 2002 to a 35-person national operation with expected revenues of more than \$1M this year, says the business sales environment over the last few years has changed remarkably and requires companies to examine new sales models.

Absolute Performance, a high-tech company that engaged 3VLSI earlier this year, agrees. “We are a successful start-up, we have terrific technology and great products,” says David Jacobson, chief operating and financial officer. “What we don’t have is a direct sales force.” 3VLSI is carrying out that role and scoring hits for API.

“The old-school template of supporting an extensive, in-house sales staff has run headlong into the wall of the dotcom implosion,” Wardlaw says. “You have companies with great founders, engineers and software designers creating great products. But all that talent and product isn’t generating sales. When you slash your sales force, as many companies have, the sales channels start to dry up.”

That drought is spelling doom for a number of start-ups and high-tech companies who just years ago were flush with investor cash and sales headcount consuming it. 3VLSI saw opportunity in the niche and is now successfully pioneering a new model of business-to-business sales. “Our answer,” Wardlaw says, “is dedicated, performance-based outsourcing that provides high-level professional talent at a fraction of the typical headcount cost.”

3VLSI partners meet with clients to troubleshoot their sales blind spots. “Sometimes this means simply developing training programs to help their sales force become more effective,” says Wardlaw. “But increasingly, we are finding that clients choose to have us operate as their de-facto sales force.”

3VLSI advisor John Stevenson, a former CIO to several Fortune 500 organizations, believes one of the assets companies are drawn to is the 'think-tank' environment. "You aren't just hiring one individual," Stevenson says. "You are tapping into a wealth of experience from all of the partners. Three Value Logic Sales Institute is a coalition of individuals with corporate executive experience – CEOs, CIOs, and CFOs – along with talented salespeople. We are all comfortable working with Fortune 500 companies, from Sun Microsystems to General Motors. We know who to present to, and we know how to present at that level."

Pairing this level of sales experience with the flexibility of a 'freelance sales staff' is a winning combination for the client. "You have companies that can no longer afford robust sales staffs, or need to achieve a new level of sales efficiency and effectiveness" says Stevenson. "Three Value Logic Sales Institute becomes their transparent sales arm. Best of all, unlike an in-house sales staff, you can turn this spigot on or off as you need it."

Absolute Performance's Jacobson says he looked into what it would take to create that sales force for his young tech company, and the picture wasn't pretty. "Our business plan was clear," he says. "To hire a sales staff, train them and get the whole operation up and running, would take six to nine months. After that, we would need to generate an additional \$7.5 million a year to support the sales effort," he says. "Three Value Logic Sales Institute presented itself as a viable option."

Jacobson says he couldn't be more pleased with the results. "These guys came on board and produced a contract for us with Sun Microsystems within three months," he says. "This relationship with 3VL has generated more productivity than we could have imagined. Outsourcing our sales effort has proved to be an effective model we will continue to pursue."

*About 3VLSI: Founded in 2002, Three Value Logic Sales Institute is a sales creation organization that produces successful sales resources and outsourced sales teams for organizations in every vertical market. For more information please visit [www.ThreeValueLogic.com](http://www.ThreeValueLogic.com)*

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