



FOR IMMEDIATE RELEASE:

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A Sales Growth Company agrees to acquire Noted Analytics

A Sales Growth Company looks to change the sales game with guided selling and integration with Salesforce.

Boulder, CO - October 4th, 2022, A Sales Growth Company (ASG), the leading modern-day sales training & consulting company & creators of Gap Selling has entered into a definitive agreement to acquire Noted Analytics, a leader in guided-selling & proactive sales management. The decision to combine the powerful ability of Noted Analytics leading CRM updating tools and their opportunity management capabilities with the Gap Selling methodology establishes a one-of-a-kind *guided selling & proactive sales management* offering not available anywhere else in the market.

CEO and Chief Antagonist Keenan says:

“CRMs have been cesspools of useless information for decades. Reps hate putting information in. Managers don’t trust what the reps DO put in. The end result is an activity management device that doesn’t improve forecasting, help with deal reviews, or increase the probability of closing the deal. It’s no wonder that sales reps view updating the CRM as a chore. Noted Analytics and A Sales Growth Company’s Gap Selling partnership gives managers insight into deals at a level they’ve never experienced, allowing them to actively guide the sale every step of the way and leverage analytics to see what information is important to close a deal and which isn’t.”

The acquisition of Noted Analytics gives A Sales Growth Company the ability to offer far greater impact and value to its training clients by providing a sticky and easy to use post training tool that ensures Gap Selling method sticks and clients maximize their Gap Selling investment.

CEO and Chief Antagonist Keenan emphasizes:

“Too often sales training is a one and done, organizations spend tens to hundreds of thousands of dollars to upskill their salespeople, only to have the training lose its impact and the team default to their old habits. The A Sales Growth Company/Noted Analytics combination will provide sales organizations with a robust leave behind process and tool to reinforce the Gap Selling methodology AND measure its effects on the sales team post training and years later.”

About: A Sales Growth Company

A Sales Growth Company is a leading sales consulting and training company. Creators of Gap



Selling, the most effective and innovative sales training methodology created in the last 60 years, A Sales Growth Company is an international company working with clients around the globe. A Sales Growth Company's mission is to change the way the world sells from a seller focused product-centric approach today, to buyer focused problem-centric approach tomorrow.

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