



Business Summary

Mission: “Helping Companies Build and Retain a Successful Sales Force”

Description: Pinnacle provides sales organizations with an affordable solution to build a successful sales force with professional and innovative sales and marketing tools; and to retain them with the necessary support, training and leadership tools.

Opportunity: According to Entrepreneur Magazine, 80% of independent businesses fail in five years; conversely, franchised businesses with a proven system have a success rate of 91% for the same time period. Pinnacle provides sales organizations with a proven system, similar to franchises, to build and retain a successful sales force.

Distinction: Pinnacle offers the following key distinctions in the marketplace.

1. **Comprehensive** – Pinnacle provides a complete integrated solution for all the needs of a company to build and retain a successful sales force.
2. **Affordable** – Pinnacle’s unique technology licensing model allows the company to offer a very affordable solution and keep all the profits for a small licensing fee.
3. **Customizable** – The Pinnacle system easily supports custom features and content and is private-labeled as the company’s own custom-branded sales force solution.
4. **Protected** – The system and data are housed and maintained by the sales organization behind their firewall and on their own servers.

Expertise: Pinnacle has expertise in technology, sales, marketing, leadership, customer support, training, certification, order and payment processing, sales commission calculations and sales team management.

- Senior Technologist for Bill Gates and Ross Perot
- Developer of the first Internet Product Search Engine that was the precursor to Google Shopping, eBay Stores and Amazon Stores.
- Founder of Shabang!com, a \$200M e-Commerce Company
- Experienced Executives with Fortune 500 Companies
- Innovative Capabilities in Video and Flash Production
- Leading-edge Desktop Communication and one-click Business Tools
- Online University Learning Management System
- State Approved Testing and Certification System

Pinnacle has the necessary system, expertise and capabilities to help companies build and retain a successful sales force.