

SALESCENTRIC LAUNCHES NEW CRM ADVANTAGE PARTNER PROGRAMME

Worldwide scheme will provide sales, marketing and software development support to help close CRM sales among upper mid-market and enterprise customers

New York / 3 March 2008 – [SalesCentric](#) has launched its new worldwide CRM Advantage Partner Program for implementers of Microsoft Dynamics CRM and SalesCentric Relationship Charts. Partners will be able to take advantage of SalesCentric's marketing campaigns, events, lead qualification and sales optimization services, to help accelerate their success. Companies can participate as Implementation, Hosting or ISV partners.

SalesCentric's Relationship Charts provides Microsoft partners with competitive differentiation against other CRM solutions. Relationship Charts 4.0 SFA edition helps sales people visualize their customer or partner relationships, to better qualify and manage their opportunities, increase sales and improve forecast accuracy. The forthcoming Relationship Charts Enterprise edition will provide a visualization platform for ISV partners to build Microsoft Dynamics CRM based applications for all vertical sectors. Both editions are also available for Hosting providers.

SalesCentric has partnered with Televerde, a leading sales and marketing solutions company specializing in market insight and customer acquisition for the high-tech marketplace. Televerde will enhance the SalesCentric CRM Advantage Partner Program with their Sales Optimization Suite™ and lead generation initiatives that accelerate partner sales. Televerde Sales Optimization Agents will work hand-in-hand with SalesCentric and their partners as direct sales and support representatives to expand strategic accounts, identify the right contacts, develop market intelligence and close new business opportunities.

“Our industry-leading Microsoft Dynamics CRM market knowledge and customer acquisition experience enables SalesCentric and their partners to leverage valuable market and human insight to dramatically increase the quality of new business opportunities and close more business,” said James Hooker, president and CEO of Televerde. “We are very excited to be partnering with SalesCentric and to be a part of their CRM Advantage program.”

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SalesCentric are Premier Sponsors of Microsoft's CRM 4 launch tour and Silver Sponsors of Convergence and the leads from these activities will be passed to CRM Advantage Partners via a secure extranet site.

SalesCentric will also make available application development support, at preferential market rates, to help CRM Advantage Partners customize Microsoft Dynamics CRM, meet their customer's bespoke requirements and maintain competitive advantage.

"When sales people have relationships with key decision makers, they close more deals and discount less" says Matthew Crook, CEO of SalesCentric. "We enable that advantage with Relationship Charts for partners and their customers, and it only makes sense that our CRM Advantage Partner Program provides the same benefits".

For more information on the CRM Advantage partner programme and Relationship Charts, please call SalesCentric on 01256 345 575, email info@salescentric.com or visit www.salescentric.com.

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About SalesCentric

Established in 2003, SalesCentric develops software to visually enhance Microsoft Dynamics CRM, sold globally via Microsoft channel partners. With offices in the US and the UK, SalesCentric products help drive CRM usage, increase sales performance and improve marketing effectiveness. SalesCentric is a Microsoft certified ISV partner. For more information, visit www.salescentric.com

About Televerde

Televerde provides actionable marketing insight, qualified sales lead generation and integrated marketing solutions that accelerate sales revenue and generate net new business for high-tech companies. We have specialized expertise defined by 13+ years of developed relationships with business leaders and decision-makers in over one million companies. By leveraging a unique blend of go-to-market best practices, innovative technologies and intuitive reporting tools, we deliver performance-based solutions with fully measurable ROI. Our end-to-end portfolio solves complex and strategic customer acquisition objectives. Core services include lead generation, lead qualification, lead management, market intelligence, event recruitment, sales support and sales results analysis. Televerde is ISO 9001:2000 certified. For more information, visit www.televerde.com.