

### **SALESCENTRIC NAMED “COOL VENDOR” BY LEADING ANALYST FIRM**

***Vendors selected for the “Cool Vendor report” are innovative, impactful and intriguing***

**New York, June 24 2008** – SalesCentric has been included by Ed Thompson in the ‘Cool Vendors in CRM Sales 2008’ report, by Gartner Inc. in March 2008.

According to the report “Sales organisations using Microsoft Dynamics CRM for account management seeking to improve the account review process should investigate SalesCentric”. Additionally, “The application is cool because it enables salespeople to draw and redraw the organization chart using different relationship criteria, and even include "ghost" employees where the contact name is unknown but their influence is being felt.”

The primary objective of the report is to look at which technologies, vendors, applications and services will meet the needs of marketing and selling organizations. The report describes new vendors that provide innovative ways to help sales grow revenue,

“We’re delighted to be the only Microsoft related CRM vendor to have been named a “Cool Vendor” by Gartner in this report,” said Matthew Crook, CEO of SalesCentric. “Through our Relationship Charts software we have clearly demonstrated how businesses can get the most from their investment by making CRM easy to use. Users can easily see and understand the overall picture and leverage valuable market and human insight to dramatically increase the quality of new business opportunities and close more business”.

Relationship Charts is a unique add-on to Microsoft Dynamics CRM that drives the adoption of this software by allowing account managers to easily view the relationships within a prospect’s organisation, including vendors and suppliers. This insight enables sales professionals to take action before the deal has passed. Relationship Charts seamlessly integrates with Microsoft Dynamics CRM, meaning users already familiar with the CRM package will require minimal training to begin creating and managing business-critical customer relationship information, vital to sales and marketing.

For more information on SalesCentric and Relationship Charts, please call SalesCentric on 01256 345 575, email [info@salescentric.com](mailto:info@salescentric.com) or visit [www.salescentric.com](http://www.salescentric.com).

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### **About Gartner's Cool Vendors Selection Process**

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

### **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](http://www.salescentric.com)