

30th October 2007

SURVEY REVEALS MAPS ARE THE PREFERRED CHOICE WHEN TRAVELLING TO NEW LOCATIONS

Eighty three per cent of people surveyed still prefer to use a map or satellite navigation when travelling to an unfamiliar place, rather than a list of directions, according to research carried out by SalesCentric. The survey, which polled over 1,000 consumers, revealed that the visual nature of a map is still important and people like to 'visualise' the direction they are heading in.

Matthew Crook, CEO at SalesCentric comments, "Our research highlights that people would rather work with a visual aid when travelling so it makes sense that this way of working should be replicated in their jobs too. Our software helps users visualise complex customer relationships, enabling sales people to easily view and understand who the decision makers are within a company and, then, win more sales managing these relations more effectively."

A Microsoft ISV partner, SalesCentric specialises in developing graphical add-on CRM software to enhance the Microsoft's Dynamics solution and is today launching a new and updated visual module of the software. The graphical software will enable resellers to sell Microsoft CRM to larger enterprises dealing with complex sales processes.

The new version of SalesCentric Relationship Charts will enable users to export any chart to Excel, Links and Notes, allowing distribution by Sharepoint. Users will also benefit from a new administrator-friendly interface and a new feature allowing them to lock a chart to prevent unauthorised and incorrect changes being made to the database.

Crook continues, "We know that sales and marketing personnel reject CRM because they become frustrated with filtering irrelevant information within their contact lists to find out which relationships potentially influence a sale.

"We urge resellers to stop supplying their customers with a solution that requires salespeople to complete endless forms. Resellers should offer solutions with graphical tools that help salespeople visualise complex customer relationships, enabling them to easily see and who reports to whom."

The updated SalesCentric software has also been localised into Spanish and Portuguese to accommodate SalesCentric's expanding partner base across Europe. In addition, users can also update any database from the Relationship Chart as opposed to using a form.

SalesCentric will provide full support to Microsoft partners on the project management, implementation and training of the new module. Licences are provided free of charge to partners for internal use, together with a comprehensive implementation and training guide. The module is also fully configurable by the partner or administrator and data can be exported from other Microsoft Office applications.

Current users of the software can upgrade to the new version free of charge. For more information please call 01256 345 575, email info@salescentric.com or visit www.salescentric.com

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About SalesCentric

Established in 2003, Salescentric is a Microsoft ISV partner. Based in Basingstoke, Hampshire, UK the company specialises in developing software to enhance Microsoft Dynamics for companies which have complex sales processes. SalesCentric's products are sold worldwide through Microsoft Dynamics CRM channel partners. For more information, visit www.salescentric.com

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