

FOR MORE INFORMATION CONTACT

Angela Woodward / Hannah Humphreys / Jo Skeels-Piggins

Email: salescentric@berkeleypr.co.uk

Tel: 0118 988 2992

SALESCENTRIC APPOINTS CHANNEL MANAGER

Date – SalesCentric has appointed Denise Bradley as partner manager, responsible for managing a new channel programme aimed at Microsoft resellers.

SalesCentric specialises in creating add-on software to enhance Microsoft's Dynamics CRM solution. According to Forrester¹, Microsoft's Dynamics product appeals to small and medium-sized businesses (SMBs) and, increasingly, to large enterprises. It is in this larger enterprise space that SalesCentric adds value, offering visual tools that display all customer relationships and best practice processes for the sales team.

Announcements on new product modules and partnerships with established Microsoft resellers will follow in the coming weeks. SalesCentric believes that visual software is the key to helping people get more from CRM.

Denise has over ten years experience in new business development and sales across a number of vertical sectors. Prior to joining SalesCentric, Denise worked for AMR Research where she managed large strategic accounts across Europe, including HP, Oracle, SAP and Siemens.

Commenting on her appointment Denise said: "I am very excited by this new role. We are coming to market with some great products for Microsoft's CRM reseller community and I look forward to building that channel business. We are already in discussions with several of Microsoft's top UK partners and hope to have them signed up before we release our products."

Matthew Crook, CEO at SalesCentric, commented: "We are launching new CRM products exclusively through Microsoft partners, and Denise will spearhead that initiative. Denise's extraordinary sales experience will be valuable helping partners to close more business. She'll be a great asset to them."

- ends -

About SalesCentric

Established in 2003, Salescentric is a Microsoft ISV partner. Based in Basingstoke, Hampshire the company specialises in building modules to improve the effectiveness of Microsoft Dynamics for companies which have complex sales processes. For more information, visit www.salescentric.com.