

## **SALESCENTRIC SIGNS UP INCREASE CRM AND CONCENTRIX**

**17 September 2007** — SalesCentric has added two further Microsoft CRM partners to its fast growing reseller portfolio by forming partnerships with Increase and Concentrix. Both partners will resell SalesCentric Relationship Charts, a new add-on module for Microsoft Dynamics CRM.

Relationship Charts allows managers who deal with long sales cycles to easily visualise which customers have not been qualified, or have a negative attitude towards the supplier. This insight enables sales professionals to take action before the deal is lost. The software presents customers through a graphical organisation chart enabling sales people to comprehend what role each contact plays.

Neil Benson at CRM hosting specialist Increase comments: "We were on the look out for CRM add-ons that make Microsoft Dynamics CRM more user friendly and ultimately get our users addicted to using CRM. SalesCentric Relationship Charts has been designed with the user in mind, providing them with visually stimulating graphics and icons to make their working lives easier. We can definitely see a market for this solution within our existing customer base and anticipate it will attract new prospects too."

Peter Elgar, at Concentrix adds: "SalesCentric Relationship Charts really fits a gap in the market and we expect this tool to add real value to our portfolio. The solution provides sales people with a clear picture of their client and prospect relations and our sales team is very impressed with the product. We're sure to receive a similar response from our customers."

Matthew Crook, CEO of SalesCentric adds: "We are delighted to welcome Increase and Concentrix on board. Both will be valuable partners to us and we look forward to benefiting from their vast experience in the CRM market."

For more information on 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).

-ends-

#### **About SalesCentric**

Established in 2003, SalesCentric develops and markets add-on software to visually enhance Microsoft Dynamics CRM, sold globally via Microsoft channel partners. With facilities 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)

#### **About Increase**

Increase, founded in 2002 and based in Richmond, London is passionate about making CRM software ridiculously easy, addictive and affordable. Increase hosted Microsoft CRM solutions come with Beyond Demand™ service: unlimited support, training and system administration. Increase's customers include Business Post, JPMorgan, Henderson Global Investors, Pipex Communications, Rackspace Managed Hosting, Silvelox and SunGard.

#### **About Concentrix**

Concentrix is a leading UK independent Customer Relationship Management specialist. Founded in 1999, Concentrix helps businesses strengthen their customer relationships by implementing effective CRM solutions. As CRM specialists, Concentrix solutions are based on recognised, 'best-of-breed' software products. These include Sage CRM, Sage SalesLogix, FrontRange GoldMine, and Microsoft Dynamics CRM. Concentrix is based in the East Midlands and has satellite offices in central London and North Yorkshire.

#### **FOR MORE INFORMATION CONTACT**

Angela Woodward / Hannah Humphreys / Jo Skeels-Piggins

Email: [salescentric@berkeleypr.co.uk](mailto:salescentric@berkeleypr.co.uk)

Tel: 0118 988 2992