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## **SalesCentric unveils Relationship Charts™ at Microsoft Worldwide Partner conference**

*Partners can view a live demonstration at stand 1355 – Denver Colorado, 10-12 July*

SalesCentric is today launching Relationship Charts™, a new module to enhance Microsoft Dynamics™ CRM. The add-on software will enable resellers to drive Microsoft CRM adoption among mid-market and enterprise customers, who have complex sales processes.

The software can be used to visualise complex customer relationships, enabling sales people to easily view and understand who the decision makers are within a company and who reports to whom. Sales people can see which relationships adversely or positively influence a sale, who they should invest time in and which external influencers may affect the opportunity.

According to a recent survey by Forrester Research, business relationships are becoming a bigger concern than technology issues.<sup>1</sup> Relationship Charts helps sales people better understand their contacts on existing and prospective accounts, enabling them to fully exploit their relationships.

Relationship Charts allows sales managers to easily see 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 module is seamlessly integrated with Microsoft Dynamics CRM, meaning users already familiar with the CRM package will require minimal training to use the add-on.

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<sup>1</sup> "IT Execs boost focus on business in 2007" – Laurie M. Orlov, Forrester Research (25 October 2006)

Matthew Crook, CEO at SalesCentric adds, "Relationship Charts will give our partners a competitive edge when implementing CRM into larger organisations. Our market research shows that Relationship Charts will help increase sales, improve forecast accuracy with better relationship qualification and lead to more effective targeted marketing. CFOs and sales directors' forecasts can be badly affected by poor visibility of unqualified customer relationships. Relationship Charts will help resolve this problem."

Relationship Charts is sold globally by Microsoft Dynamics CRM partners, and SalesCentric will provide full support 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.

Jason Nash, product marketing manager, CRM for Microsoft Dynamics product group says, "I can see great value in this application for a number of vertical sectors. Together with Microsoft CRM it adds a tremendous advantage. It's great to see partners driving innovation and meeting the needs in the market that Microsoft has not addressed."

For more information please call 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 SalesCentric**

Established in 2003, SalesCentric develop and market 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)

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