

## **SALESCENTRIC JOINS FORCES WITH CONSULTCRM**

**Denver (10-12 July 2007)** — SalesCentric today announced it has formed a partnership with Microsoft Gold Certified partner, ConsultCRM. The partnership will enable ConsultCRM to resell SalesCentric Relationship Charts, a new module that integrates with Microsoft Dynamics CRM, to existing customers and new prospects.

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.

John Pearson, director at ConsultCRM, comments on this partnership: "Our customers are calling out for a tool that will offer them a visual overview of relationships within organisations. Relationship Charts is a compelling offering as it enables companies with long complex sales processes to map out organisations and understand which relationship could positively or negatively influence an opportunity."

Matthew Crook, CEO of SalesCentric adds: "ConsultCRM has an excellent reputation amongst Microsoft partners, and we are delighted to be working with the company. Relationship Charts will help ConsultCRM drive Microsoft CRM sales and reach customers who have complex sales processes in the mid and enterprise 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). Alternatively, please contact ConsultCRM on 0845 450 1427 or visit [www.consultcrm.co.uk](http://www.consultcrm.co.uk).

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### **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 ConsultCRM**

ConsultCRM provides companies with integrated customer relationship management solutions that enable them to increase sales success, measure marketing campaigns, ensure efficient customer service processes, better connect with customers, and make more profitable business decisions. We work with clients in many sectors ranging from asset management, insurance, professional services, technology, manufacturing and distribution.

### **FOR MORE INFORMATION CONTACT**

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