



Commence Offers Best Practices for Sales Cycle Management *(Customers Realize Improved Close Ratios- Better Reporting)*

Tinton Falls, New Jersey October 4, 2010 – Commence Corporation a leading provider of Customer Relationship Management (CRM) software has introduced the use of “*Best Practices for Improving Sales Cycle Management*” as part of their CRM product offering. “Many small to mid-size businesses continue to struggle with implementing a structured sales process or methodology for efficiently managing the sales cycle,” says Larry Caretsky, president of Commence Corporation. “As a result, quality opportunities fall through the cracks, close ratios don’t improve and monthly reporting remains inaccurate. This is a significant challenge for these companies that can not be addressed by CRM software alone. Improving sales execution requires a commitment from management and the engagement of outside expertise that can assist with the implementation and enforcement of the sales process. This is where Commence has differentiated itself from the competition,” continues Caretsky.

“Our professional services staff has experience with the most popular sales methodologies including, Sandler Systems, Dale Carnegie, Miller Heiman, Spin Selling and others. This provides us with the ability to help customers select the best methodology for their business. We then help them to and train the staff on managing the process. No other CRM provider offers this level of service to their customers. We call this our Sales Accelerator program, and it has proven to deliver impressive results for our customers.”

About Commence

Founded in 1988, Commence develops and delivers a diverse suite of award-winning CRM products that integrate people, processes and technology. Delivered via the popular software-as-a-service (SaaS) model or implemented as on premise licensed software, Commence CRM solutions are used by thousands of companies to streamline sales and customer service front-end business processes. As a result, Commence clients increase workforce productivity, generate positive customer interactions, and reduce cost. More information about Commence can be accessed at www.commence.com or at 1-877-COMMENCE.