

Commence Corporation CEO Nominated as Inspiring Leader

Eatontown, NJ – January 3, 2018 - Commence Corporation has announced that CEO Larry Caretsky has been nominated as one of the most inspiring leaders in sales lead management.

When it comes to helping small to mid-size companies, understand and implement programs to improve sales execution Commence CEO Larry Caretsky is a recognized leader. Author of an E-Book, “Practices That Pay” and more than a hundred article’s pertaining to lead management and sales execution he leads a CRM software company that is helping businesses implement programs to generate more leads and automate the internal business processes for managing the sales cycle.



CONGRATULATIONS
for being nominated as
one of the
40 MOST INSPIRING LEADERS
in SALES LEAD MANAGEMENT

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Nominated in the category of:
People in software and web applications that pertain to sales lead management

Larry Caretsky
CEO

Commence Corporation
commence.com

“Small to mid-size businesses often struggle with two aspects of improving sales execution says Caretsky. First, is lead generation? The programs they have in place are ineffective because their value proposition is not clear to the buyer or not targeted at the right audience. Secondly, there is no methodology or process in place for managing the leads so new opportunities simply fall through the cracks. Many companies turn to CRM software to address this void and in almost all cases it doesn’t work. The reason why is clear. CRM is just a tool. It doesn’t run your business, generate effective marketing campaigns, qualify new business opportunities or sell your product. This requires a system that integrates people, processes and technology. Commence calls this their “Sales Enablement Program” and it is designed to help businesses create effective lead generation programs that drive new business, follow-up on new opportunities and manage the sales cycle from introduction to closure. It’s a combination of CRM software and best practices and it is the key differentiator between Commence and those that just sell CRM software”.

If you want to learn more about how you can team up with Commence and implement a successful Sales Enablement program that will drive more leads and more business visit: www.commerce.com/sales-enablement/ call 732-380-1750 or e-mail sales@commerce.com.

About Commence Corporation

Commence is a leading provider of CRM software and best practices for improving sales execution. The company’s products are utilized by small to mid-size businesses around the world to streamline sales, marketing, customer service and project management. Customers that utilize Commence CRM have realized significant benefits in workforce productivity and positive customer engagements.