



## **Commence CEO Nominated as Inspiring Leader in Sales Management**

**Eatontown, NJ -- November 15, 2016** Commence Corporation is pleased to announce that Larry Caretsky, the company's CEO has been nominated as one of the "40 Most Inspiring Leaders in the Field of Sales Management" for 2016 by the Sales Lead Management Association (SLMA).

"Our members, through this election, recognize leaders in sales lead management who inspire others through their works. It may be authorship of books, articles, podcasts, radio hosting and/or products that support the organization of the sales lead management process said SLMA CEO James Obermayer".

Sue Campanale, vice president of marketing, said, "Our goal is to recognize professionals for their skills in the field of sales lead management because lead management is the cornerstone of building a revenue generating machine. Larry Caretsky, has written numerous articles and white papers on this subject and has published an e-book called "Leveraging Information to Achieve Selling Results". He has also been a participant on our radio pod cast where he discussed the use of CRM software as a component for implementing a successful sales enablement program. The pod cast is available at:

<https://www.podbean.com/media/player/df8da-646041?from=yiiadmin&skin=1&download=0&share=1&font=Helvetica&auto=0>

### **About the Sales Lead Management Association**

The mission of the SLMA is to help companies succeed in the critical business process of managing sales leads. The SLMA has 8,000 worldwide members, 300-plus articles from 60 authors, and interviews with 400 executives on the SLMA weekly radio program (on the [Funnel Radio Channel](#)). The SLMA has produced SLMARadio.today (345 episodes and 85,000-plus listeners), a live-streaming digital internet radio program for at-work listeners, for six years. The SLMA is a business unit of the [Funnel Media Group](#). For more information about SLMA call Susan Campanale, 360-933-1259.

### **About Commence Corporation**

Commence Corporation is a provider of Customer Relationship Management Software and Business Automation Tools for mid-size companies. The company develops and delivers a diverse suite of business solutions that integrate people, processes and technology with a focus on sales, marketing and customer service. Commence products are using by several thousand people around the world to streamline front office business processes to increase workforce productivity, foster positive customer relationships and reduce operating cost. Visit [www.commence.com](http://www.commence.com)

Media contact: [marketing@commence.com](mailto:marketing@commence.com)