Commence Gaining Recognition in CRM Software Sector

Eatontown, NJ -- January 9, 2020 Commence Corporation a provider of Customer Relationship Management software (CRM) is capturing the attention of small to mid-size businesses looking to improve sales execution. Small to mid-size businesses need to build brand recognition, generate more new business opportunities and close more business. It's vital to the sustainability of their business, but this requires more than the implementation a CRM software solution. It requires sales and marketing expertise that can help automate and streamline the internal business processes that impact how you market, sell and provide service to your customers. This is a significant challenge for small to mid-size businesses because experienced sales and marketing professionals are often too costly to hire. In addition, they may not feel comfortable working in small environment where career opportunities can be limited. This makes recruitment of these resources more difficult.

Commence Corporations success is due to the company's focus on addressing this challenge. "The company has a top rated CRM solution with features that rival many higher end products costing much more, but it's not the product that differentiates our offering, says Larry Caretsky, president at Commence. It's the sales and marketing expertise that the company provides to its customers that ensure the successful implementation of best practices, procedures and workflow that guarantees a measurable improvement in business performance".   The company was recently highlighted in an article whereby customers have reported as high as a 21% increase in sales in the first 9 months. https://www.industry-era.com/vendor-2019-ceo-v2-Commence-Corp.php

Staffed with a team of highly experienced sales, marketing and support personnel, Commence works with companies to create and implement targeted marketing campaigns, a reporting structure for activity management, and creation of a sales methodology that enables management to follow every new business opportunity from introduction to closure. The company also assist with Marketing Enablement ensuring that the sales team has the proper collateral, customer testimonials, and competitive analysis to improve close ratios.

"Small to mid-size businesses need to change their thinking when it comes to selecting CRM software says Caretsky.   Their success is not about which product has the most features and functions. It's about selecting a company that can become your partner by providing the sales and marketing expertise they don't have and cannot afford to hire".

About Commence Corporation

Commence Corporation is a provider of Customer Relationship Management Software for small and 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