



Commence Lead Generation Platform Continues at Full Steam

Eatontown, NJ August 24, 2023 – Commence Corporation, a provider of CRM software coupled with sales and marketing consulting services is realizing a significant increase in sign-ups for the company’s lead generation services. “We introduced this service late in 2022 said Larry Caretsky, President of Commence and the interest continues to grow. Here is why”.

“There are a myriad of marketing and lead generation services in the industry continued Caretsky, but the majority of them offer a piecemeal approach to solving what has become a significant challenge for small and mid-size businesses and that’s generating more new business opportunities. Some companies offer to sell you a prospect list or a list of your competitors, some offer pre-built e-mail templates that you can modify and send out, others like MailChimp and Constant Contact will distribute bulk -emails for you, but only if the recipient has agreed to receive marketing mailers from you and I suspect that the people on the list you may have purchased have not agreed to this. So, you are left with engaging several companies and coordinating their efforts just to get an e-mail campaign out the door”.

Commence, has taken the burden from small to mid-size businesses by doing it all for them.

- Our marketing staff will provide the targeted prospect list.
- We will create a series of e-mail marketing templates for approval.
- We will distribute them on a scheduled basis.
- We will provide monthly reports of all activity (what is working and what is not)

“Best of all we have integrated the lead generation program with our CRM software which enables us to automatically populate new opportunities directly into the CRM system so that your sales team can manage and follow-up with each new opportunity. This do it all for you approach is what makes Commence unique and is a significant differentiator for our business”.

“There is no question that businesses today need a marketing program in place to build awareness and generate more new business opportunities. They understand the challenge this presents, and the value Commence is providing with this unique program. Once they see the details of what we provide they are onboard”.

About Commence Corporation

Commence provides a suite of CRM business applications for sales, marketing, customer service and project management. The software is coupled with an array of value-added services for lead generation, sales enablement, and digital marketing. Commence CRM is cloud based and offers mobile access from any device. Commence products are sold and supported in multiple industries and more than a dozen countries around the world.