



**FOR IMMEDIATE RELEASE**

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**LEARN TO COMPETE MORE EFFECTIVELY  
IN A DOWN ECONOMY WITH CRM**

**Pontiac, Michigan, November 5, 2008...** Brian Demoe, managing partner with Atrio Systems, will present *The CRM Advantage in a Down Economy* on Friday, November 14 in the Microsoft offices at 1000 Town Center, 19<sup>th</sup> floor in Southfield, Michigan. This seminar is *free of charge* and is designed to demonstrate the value of integrating CRM into the customer relations and sales processes. "Working smart is essential in a down economy, and having effective and efficient customer relations is an important component," said Demoe. "Utilization of the right CRM system can improve the sales process allowing employees to do more with less, and this seminar gives executives the opportunity to test drive the latest package." Demoe will explain the benefits of customization and configuration initiatives and show how a CRM system can help to close more deals with business process automation by allowing for the streamlining of lead generation and quoting processes. In addition, he'll demonstrate how CRM provides the ability to view a complete picture of policies and accounts.

**To enroll in this worthwhile free seminar, go to [www.clicktoattend.com](http://www.clicktoattend.com) and enter event code 132459.** For further information, call 248/874.1758 x14.

With 20+ years of consulting experience, Atrio Systems, a sales, marketing and CRM consulting firm, helps companies shorten their sales cycles and win more business. They are a Microsoft Certified Partner with a CRM Specialization.

Their focus on sales and marketing, combined with the technical knowledge of their on-staff software developers makes them uniquely qualified to successfully work with companies and improve the

maturity level of their sales processes. By utilizing their scalable implementation process, they can customize CRM to suit any organization's unique specifications.

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