



**FOR IMMEDIATE RELEASE**

**Contact: Laura Cubbler  
Ph. 248.874.1758x14**

### **MICROSOFT DYNAMICS CRM WEBINAR FOR LOBBYISTS**

**Pontiac, MI. -12/05/09** - Atrio Systems is hosting a Microsoft Dynamics CRM webinar with an emphasis on lobbying applications on Wednesday, January 13, 2010 from 11:30am-12:30pm EST.

This webinar is aimed at federal and state lobbyists, as well as, sales executives, customer service, marketing, operations, and IT directors. Today's lobbyists need to be aware of legislative changes, as well as regulation changes. Lobbying professionals require a new way of increasing business performance and results. If only there was an option that could be adopted quickly and easily, be accessed wherever your engagements take you and work within the tools you use everyday – that's the kind of option that's right for your firm.

This webinar includes an insightful look into how Microsoft CRM can help manage:

- Contribution management
- Legislator activity tracking, retainer management
- Coordinate fundraising events
- Client communication and invoice tracking
- Follow-up reminders
- Expense and e-mail tracking
- Contact Management support for Microsoft Exchange and POP e-mail systems

Atrio Systems is a Microsoft Certified Partner with a CRM specialization that will customize and implement CRM to a client's exact specifications. Contact Laura Cubbler at (248) 874-1758 x14 / lcubbler@atriosystems.com or visit [www.atriosystems.com](http://www.atriosystems.com) for additional information on Atrio or Dynamics CRM for Lobbyists.

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