



FOR IMMEDIATE RELEASE

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**CRM FOR “MANUFACTURING & DISTRIBUTION” SEMINAR SPONSORED BY
ATRIO SYSTEMS AND MICROSOFT – THURSDAY, OCTOBER 4th**

Pontiac, MI. - 9/26/07 - Atrio Systems, Inc. will offer a free educational seminar to help manufacturing and distribution companies better understand how customer relationship management (CRM) can benefit their business on Thursday, October 4, 2007 from 8:00 - 12:00am EST.

This half-day educational seminar designed for VP Sales, VP Marketing, VP Service, Presidents/CEO's, as well as IT Directors will be held at the Microsoft Corporation in Southfield. “Manufacturers and distributors continue to be challenged by Michigan’s beleaguered economy yet some companies are finding ways to grow their businesses. By using Microsoft Dynamics CRM Atrio clients are beating their competition,” said Brian Demoe of Atrio Systems. Atrio’s award-winning team has developed a Manufacturing and Distribution solution set for Microsoft Dynamics CRM, adding unique capabilities and reducing implementation time.

Attend this Free educational seminar and learn how Microsoft Dynamics CRM for Manufacturing and Distribution will allow you to:

- Maximize lead conversion by aggressive lead generate and tracking
- Track customers interactions and project activities/documents
- Win business opportunities with complex buying influences
- Effectively track channel relationships and activities
- Track your installed base and proactively find upgrade opportunities
- Better manage service operations

Attend this seminar and we’ll pay for your gas. Each attendee will be

provided with a Free \$15 Gas Card. Plus, registered attendees will be entered into a drawing for Free Microsoft Software. Register today at <http://www.clicktoattend.com/?id=121024> Atrio Systems, Inc is a Sales, Marketing & CRM consulting firm. With over 20 years of CRM and sales processes experience, Atrio works with its clients to improve the execution of sales and marketing plans; focusing on processes and technologies. Atrio is a Microsoft Certified Partner with a CRM specialization that can customize and implement CRM to a client's exact specification.

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