



FOR IMMEDIATE RELEASE

**Contact: Barb Roberts
Ph. 248.874.1758x10**

**CRM FOR TECHNOLOGY COMPANIES' SEMINAR
OFFERED BY ATRIO SYSTEMS**

Pontiac, MI. - 11/26/2007. Atrio Systems, Inc. will offer a Free seminar to help companies better understand how customer relationship management (CRM) can benefit their technology businesses on Thursday, December 13, 2007 from 8:30 - 11:30am EST. This half-day educational seminar, 'CRM for Technology Companies', is aimed at Presidents/CEO's, Vice Presidents, Sales Executives, Customer Service Executives, as well as IT Directors.

"Technology companies continue to be challenged by increased competition, low cost foreign development, and commoditization of their "killer application". Yet Atrio clients are beating their competition and retaining more customers with the use of Microsoft Dynamics CRM," said Brian Demoe of Atrio Systems. "Working with technology companies over the years, we've developed a Technology solution set for Microsoft Dynamics CRM, adding unique capabilities and reducing implementation time. We've created this seminar to help companies make an intelligent decision if CRM is right for their business."

By attending this Free educational seminar, you will learn the:

- 7 secrets of improving customer retention and customer service
- 5 tips to improve your sales process...from suspect to contract
- 3 techniques of successful vendor management
- How Microsoft Dynamics CRM can benefit your business

Register today at <http://www.clicktoattend.com/?id=121022> All registered attendees will be entered into a drawing for Free Microsoft Software. Atrio Systems, Inc is a Sales, Marketing & CRM consulting firm. With over 25 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 will customize and implement CRM to a client's exact specifications.