

Free sales effectiveness audit for UK businesses

Submitted by: Entelegen

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LONDON, 1 July 2004: UK businesses are being offered free online sales effectiveness audits by outsourced sales leaders Entelegen. Targeting vice presidents and sales directors within medium to large enterprises (MLEs), the initiative enables companies to compare their sales teams' effectiveness against six key industry measurements. These have been established through research into the performance of more than 1,300 business-to-business sales teams. Entelegen's audit campaign is made possible through its partnership with Salesnet, a U.S.-based on-demand CRM provider.

The Online Sales Effectiveness Audit is available through the Entelegen website at www.entelegen.com and spotlights a series of issues, such as forecasting accuracy, salesperson ramp-up and the time taken to close a deal, which are of fundamental interest to those with lead responsibility for sales.

Co-founder and director of Entelegen, Andrew Brown launched the free service saying: "Both individually and in partnership, Entelegen and Salesnet are committed to helping results-orientated sales leaders to achieve ever-better results. The Sales Effectiveness Audit will help them analyse their teams' strengths and weaknesses and identify the steps needed for even greater success,"

The Sales Effectiveness Audit draws on a wealth of industry-specific research, including information gathered by Salesnet from 'Sales Effectiveness Insights – 2004 State of the Marketplace Review,' published by independent researchers CSO Insights. The review is the 10th annual evaluation of how today's business-to-business sales teams are performing.

The new service also draws on Salesnet's experience of offering similar performance evaluation packages in the United States. Andrew Brown added: "Entelegen and Salesnet teaming up to offer this audit to UK businesses has brought together two companies that are both focused on delivering affordable solutions and services to help companies sell more, whilst keeping their costs in check. Entelegen's partnership with Salesnet has matched Europe's leading provider of outsourced sales and market acceleration solutions with the U.S.'s most innovative provider of on-demand CRM software to create a formidable sales resource and we want to see as many sales teams as possible benefit from our experience."

ABOUT ENTELEGEN

Entelegen is Europe's leading provider of outsourced management, market acceleration, business development and sales solutions to technology companies establishing or re-establishing an international market presence. Clients include the BBC, Granada and Thales as well as several leading specialist software vendors.

Further information is available from www.entelegen.com or by contacting Ian Hendry on +44 (0)871 25 000 52 or at hendry@entelegen.com.

ABOUT SALESNET

Salesnet, the leading provider that has been delivering online CRM software focused on driving sales effectiveness since 2000, empowers companies to sell more effectively. Salesnet's hosted CRM solutions are proven alternatives to expensive, complex, packaged or premise-based CRM software. Organizations

such as American Express Incentive Services, Birch Telecom, Software AG, Sovereign Bank, Staples, and Tellabs use Salesnet to improve the efficiency, effectiveness, and profitability of global sales organizations. Salesnet's Guided Performance Selling (GPS) strategy leverages software-as-a-service, configuration-as-a-service(tm), and integration-as-a-service(tm), to offer products and services designed to drive the fastest return on investment (ROI) in the CRM industry. Salesnet is based in Boston, Massachusetts in the United States.

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