



MEDIA RELEASE

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Salesnet partners with MonkBridge Consulting to drive UK sales of hosted CRM system

February 2, 2010 – **Salesnet**, the US-based provider of online customer relationship management (CRM) software, is partnering with **MonkBridge Consulting** to drive sales of its system to large organisations and SMEs in the UK.

MonkBridge, a specialist in sales lead generation and sales effectiveness consultancy, has a unique process-led CRM approach that helps an organisation to distil the behaviour of the top 20% of its sales team - and drive this best practice across its entire sales force.

“Salesnet is well established in the US, and we recognised that MonkBridge Consulting’s process-led CRM consultancy approach is a perfect fit in terms of helping large organisations and SMEs in the UK to increase revenues, improve sales effectiveness and successfully manage customer relationships using our software,” said Scott Farmer, vice president of sales at Salesnet.

Salesnet is the leading provider of online CRM that drives sales effectiveness. Salesnet’s patented sales process workflow engine, colour-driven activity and smart form capability make it the right choice for companies who are looking to drive their sales effectiveness. Salesnet also has a unique ability to slice and dice information and track changes over time, enabling businesses to intelligently manage their pipeline and drive real sales improvements.

“Salesnet matches our unique process-led CRM consultancy approach perfectly,” said Tony Bridgeman, director at MonkBridge Consulting. “It not only fulfils the CRM software basics - built-in contact management, intelligent pipeline management, forecasting, etc. - but is also a highly cost-effective and flexible hosted system that can be tailored to match organisations’ existing sales processes. We have previewed the

new version of the software with its enhanced user interface and we see fantastic potential for it as a Salesforce alternative in the UK market.”

For a free trial of Salesnet, visit www.monkbridge.com, email info@monkbridge.com or call + 44 (0)7811 336 943.

About MonkBridge Consulting

MonkBridge Consulting enables companies to generate more leads, improve the effectiveness of their sales teams, and manage prospects and customers through process-led CRM consultancy. Founded by executive-level IT sales and marketing professionals, the company provides a comprehensive range of marketing and sales support services that enable large organisations and SMEs to better understand, communicate and sell the true value of their solutions. MonkBridge Consulting works closely with them to identify and open up new market opportunities, ensures that their sales teams are working effectively to maximise those opportunities, and provides process-led CRM methods and software to manage both prospects and customer relationships. For more information visit www.monkbridge.com

About Salesnet

Salesnet, the provider of online CRM software specializing in managing and reinforcing successful sales performance, is focused on delivering solutions that empower companies to sell more effectively. Salesnet's hosted CRM solutions are proven alternatives to expensive and complex packaged CRM software. Organizations such as LXE, Sovereign Bank and ITSM Academy use Salesnet to increase revenues, improve sales and marketing effectiveness, and successfully manage customer relationships. Salesnet provides complete flexibility, customizability, and a rapid deployment. For more information, visit www.salesnet.com