



## *Press Release*

For Immediate Release

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### **NEW EDUCATIONAL SERIES ANNOUNCED TO HELP REGIONAL ORGANIZATIONS IMPROVE SUCCESS WITH CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**

*Recent Survey Results Indicate over 50% of Respondents View Their Current Solution as Average or Below Average*

**June 2, 2003 (Pittsburgh, PA)** TrueFit Solutions today announced a series of free educational seminars to help companies unlock the true value of using CRM to build and maintain relationships with their customers. Entitled “CRM Your Way”, the series will focus on practical, tested strategies and techniques to improve sales force productivity, customer satisfaction and retention, and to increase sales and revenue. TrueFit Solutions is a Microsoft Business Solutions Partner for Microsoft Customer Relationship Management.

“CRM holds the promise of higher productivity for sales teams and increased satisfaction by customers.” says Darrin Grove, TrueFit CEO and President. “However, some projects fail, and the reason is always the same – the underlying foundation for the process and technology implementation was not correctly laid.”

Adds Terry Pavlin, TrueFit CRM Product Manager, “We developed this series in response to information gathered through a market research study we recently commissioned. Sixty companies in the Pittsburgh region were asked about their use of and satisfaction with CRM. Our survey results show that close to 50% of respondents don’t clearly understand the value that CRM can provide, and over 35% of those who have a solution are considering a replacement. In addition, almost 35% of those surveyed have no solution today. Our goal is to help those who are considering an investment or who have already made an investment to gain the most value from their solution.”

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TrueFit's CRM Educational Series is focused on providing the right foundation for a successful CRM implementation – whether a company is still investigating its usage or has already implemented a solution. Designed specifically for corporate, sales, and marketing executives, this series will supply organizations with the knowledge and actionable activities to use to gain results today. The series is hosted by Microsoft and will often involve speakers who have expertise in business areas such as sales productivity or business system integration.

The first seminar, scheduled for June 19, 2003, will focus on the key sales processes that drive productivity and revenue from the sales team. At this seminar, attendees will be introduced to a new sales productivity method for personal territory planning by HarvestGold LLC. Attendees will also gain first hand knowledge of how to build and implement sales processes and systems. A workshop will be held to help attendees identify holes in their current process and learn how they can be filled.

HarvestGold, a TrueFit business partner, specializes in developing and implementing processes to help sales people maximize their productivity. The company's unique territory planning process consists of five steps and includes tools for historical sales analysis, a goal setting worksheet, strategic planning templates, tactical planning templates to identify specific targeted accounts and products, and a series of reporting templates to track progress against goals and manage the plan moving forward. Presenting at the seminar will be HarvestGold's Founder and President, Steve Lippock.

This seminar will be held on Thursday, June 19, 2003 from 8:00-10:30 AM at the Microsoft Office, Suite 1120, 6 PPG Place, Pittsburgh. Interested parties can obtain more information or register for the seminar by visiting the TrueFit Solutions web site at (<http://www.truefitsolutions.com/Seminars/Default.asp>) or by contacting TrueFit at 724-772-5959.

### **About TrueFit Solutions**

TrueFit Solutions helps businesses maximize the value of Microsoft Customer Relationship Management (CRM). We create integration solutions and custom applications to extend, enhance and complete customer relationship management software, while providing the expertise needed to deliver higher sales productivity and customer satisfaction. Since 1997, TrueFit has helped hundreds of companies increase success with business solutions...their way. For more information, visit [www.truefitsolutions.com](http://www.truefitsolutions.com).

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