



## SalesPage CRM Wins ISM's Top 15 Award for the Seventh Consecutive Year

*Recognized as industry leader in CRM to Small & Medium Businesses*

**BETHESDA, MD - April 10, 2009** - SalesPage Technologies announced today that its SalesPage CRM solution was selected for a Top 15 CRM Small & Medium Business Software Award for 2009 by ISM Inc., Social Media, Customer Relationship Management (CRM) and Contact Center strategic advisors,. This is the seventh year in a row that SalesPage has made ISM's Top 15 Award list.

"The winners of the 2009 Top 15 continue to raise the bar for the CRM community with significant advancements in both functionality and connectibility. Mobile access as well as Social Media are of increased importance to sales and marketing professionals and their always-on, always-connected Digital Client," said Barton Goldenberg, president, ISM.

SalesPage was chosen after intensive testing by the ISM Software Lab. Each software package under consideration was rated according to 217 selection criteria, including 102 business functions, 51 technical features, 36 implementation capabilities, 11 real-time criteria and 17 user-support features.

"SalesPage is praised for obtaining the Top 15 honor as ISM's software selection process is strenuous and comprehensive," said Goldenberg. "SalesPage is a leader in the CRM industry."

The Top 15 selections are featured in ISM's 17<sup>th</sup> edition of *The Guide to CRM Automation* and in a Top 15 CD available at ([www.ismguid.com](http://www.ismguid.com)).

### **About ISM, Inc.**

Founded in 1985, ISM Inc. offers strategic advisor services to organizations planning and implementing Social Media, Customer Relationship Management (CRM), and Contact Center initiatives. ISM annually publishes *The Guide to CRM Automation* and Top 15 CRM and Real Time CRM software reviews. Barton Goldenberg, founder and president of ISM, is the author of *CRM in Real Time* (published by Information Today) and *CRM Automation* (published by Prentice Hall) and is a columnist for a number of publications including *CRM Magazine*. Our list of client includes the American Automobile Association (AAA), Amtrak, IBM, ExxonMobil, McGraw Hill, Mike, PepsiCo, Roche, T. Rowe Price, United Way, Xerox, and the US Department of Defense. To learn more, go to [www.ismguid.com](http://www.ismguid.com) or call (301) 656-8448.

### **About SalesPage Technologies, LLC**

Founded in 1983, SalesPage is committed to providing companies with effective CRM applications and related technical services. SalesPage collaborates with each client to plan, build and implement a tailored, browser-based CRM solution. Each client's solution starts with the award-winning SalesPage foundation, then integrates the client's own best strategies, leveraging their existing technology investments and readily adapting as the client's needs change and grow. The company's growing list of global business partners for SalesPage solutions includes Allianz, BlackRock, Cambridge Investment Research, Eaton Vance, Entergy, Federated Investors, Friday Ad, ING Funds, Scottish and Southern Energy, and Twinings.