



Sigma Financial Chooses SalesPage Technologies for CRM

SalesPage CRM to serve dual purpose: increase employee effectiveness and client success

MICHIGAN - Feb. 12, 2007 - Displaying a strong commitment to employees and clients, Sigma Financial Corporation has elected to partner with SalesPage Technologies for all of its Customer Relationship Management (CRM) needs. The award-winning SalesPage CRM solution will provide Sigma Financial employees with better tools for recruiting new clients – independent financial representatives – and a comprehensive view of their current client interactions to facilitate improved service. In addition, SalesPage CRM will allow Sigma's clients to record and access vital information about their businesses in an online self-service environment.

"There are two things that are paramount to Sigma Financial's success," said Jerry Rydell, president and CEO of Sigma Financial. "The first is an ability to consistently attract committed, high-performing financial advisors to join our team. The second is maintaining a commitment to personal, responsive service that keeps them on our team. SalesPage CRM will allow our employees to gain a 360-degree view of our financial representative prospects and clients from one comprehensive solution. It will reduce workloads, allowing them to be more efficient and provide another level of service excellence to our representatives."

SalesPage CRM for Financial Representatives

In addition to an employee-accessible CRM solution, SalesPage Technologies will provide Sigma Financial with a secure CRM solution for its financial representatives.

"We view our financial representatives as our partners and work to provide them with the service and tools they need to be effective," said Michael Brooks, vice president of Sigma Financial. "SalesPage CRM will allow us to provide extensive self-service capabilities to our representatives for the first time. They can log in and capitalize on critical sales information whenever they need it."

SalesPage CRM will provide Sigma Financial with the tools and automated best practices that will enable the company to maintain its leadership position in the broker/dealer community, increase the company's already significant commitment to outstanding customer service, and increase revenue by empowering its employees to be more effective and efficient in serving Sigma's clients.

"SalesPage CRM offers Sigma Financial the flexibility needed to achieve its goals," said Michael Pessetti, vice president of sales and marketing for SalesPage Technologies. "The SalesPage CRM solution is readily tailored, so it fits the way Sigma Financial does business and gives it the opportunity to serve employees as well as financial representatives, creating a winning situation for both parties."

SalesPage CRM provides a robust and fully customizable range of functionality suited to the needs of virtually any business. SalesPage's user-friendly solutions enable companies to efficiently and cost-effectively unify and expand existing sales, marketing and customer service operations, thus providing greater control over critical relationships with prospects, clients, partners and employees. SalesPage CRM has been named one of ISM's "Top 15 CRM Solutions for Small & Medium Businesses" for four consecutive years; SalesPage Technologies demonstrates an ongoing commitment to improving products and processes.

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 Federated Investors, ING Funds, JPMorgan, Deutsche Bank, Entergy, Friday Ad, Twinings, Scottish and Southern Energy and the University of Central England.