



SALESFOCUS SOLUTIONS

## PRESS RELEASE

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## MARS User Conference – Boost sales performance

*MARS improves sales performance by turning data into business intelligence*

**San Francisco, CA.** – October 27, 2008 – From the Venetian–Palazzo Hotel in Las Vegas clients of Sales Focus Solutions recently launched an exploration of MARS. The three-day seminar, attended by the biggest names in the financial services industry, spotlighted MARS, the industry leader in Sales Reporting and CRM, and how it will maximize companies' use of sales data to catapult their sales productivity even in this turbulent economic environment. Guest speakers included Nick Stuller, President of the Financial Information Group, Mary Ann Doggett, Managing partner interactive communications, Cara Peck Wells Fargo Funds Management and Frank J. Coates, President of Coates Analytics.

Attendees learned how MARS will maximize companies' use of sales, asset, product and competitive data to boost their sales productivity. The modular product design allows firms to adopt the complete MARS product suite or integrate MARS' Sales Reporting module with an existing CRM to obtain seamless end-to-end integration of sales intelligence as well as instant access to strategic business information.

One day focused on the proficiency of the MARS compliance module in addressing SEC Rule 22c-2 and prospectus compliance management. Participants in the roundtable discussion included Chuck Patel, Director and Relationship Manager with the Wealth Management Services group at the NSCC and Peter Marsiglia, Senior Manager in the Regulatory Consulting Services practice of Deloitte & Touche.

Attendees also learned how MARS provides real-time wireless access to business information to reps in the field on hand-held devices. Having sales reps armed with the enhanced prospect information and business critical data for targeted marketing on the road allows internal sales desks to concentrate on developing new prospects. MARS enables firms to cross-sell more deeply into accounts than ever before and customize their sales efforts to meet clients changing business needs.

The response was phenomenal. Participants came away from the conference excited by the extent to which MARS will help their companies work more efficiently to increase sales. Current users of MARS were intrigued by the boundless possibilities. New clients will be amazed by the transformative power the technology will bring to their sales and marketing efforts. Its next generation technology and modular versatility makes MARS the only fully integrated

Compliance, Sales Reporting and CRM solution for financial services companies. This essential cutting edge technology to supercharge sales is available now. Call for a demo.

For more information on how MARS can assist your company please call us at 1-888-325-6277 ext. 4523 or visit our website at [www.marssalesolutions.com](http://www.marssalesolutions.com).

### **About SalesFocus Solutions**

SalesFocus Solutions' is the premier provider of the MARS product Suite including sales reporting, CRM, business analytics and compliance management solutions to mutual fund firms, insurance companies, banks and REITS.

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