

## Strategic Sales Systems Implements Salesforce CRM for CU Conferences

*Strategic Sales Systems selected to implement Salesforce.com CRM solution for financial training organization.*

St. Louis, MO—July 5, 2011—Strategic Sales Systems, a premier provider of CRM (Customer Relationship Management) solutions today announced that CU Conferences has selected Salesforce as its new CRM solution and Strategic Sales Systems as the business partner to implement and customize the solution. CU Conferences organizes and sponsors conferences where credit union CEOs, directors, executives, committee members, and management staff learn about the latest in asset management, marketing, operations, staff development, technology tools, and management training.

The company has been using a homegrown Access® database application to track its customers and prospects, but recognized the need for more robust and sophisticated query capabilities to enable it to hone and target its marketing efforts. “We need a robust CRM solution to enable us to effectively market our conferences to new prospects and past attendees,” said John Berra, marketing director for CU Conferences. “We want the ability to select a group for a campaign based on multiple elements, such as job title, geographic area, and past attendance, and our current system does not provide that flexibility.”

The company reviewed several CRM systems before zeroing in on Salesforce. The hosted nature of the application appealed to CU Conferences, which runs a lean operation without a dedicated IT staff.

“Strategic Sales Systems was recommend by Salesforce, and we were immediately impressed with their knowledge of the software and their willingness to work with us to tailor the solution to our needs,” added Berra. “They are highly professional, with excellent planning and communication skills and are working through the implementation according to our plan.”

Mike Hoffler of Strategic Sales Systems, said: “CU Conferences is an ideal candidate for Salesforce. The IT burden is essentially nonexistent, which frees their resources for core business activities. In addition, we were able to convert their data from the Access database, enabling them to be productive right from the start.”

### About CU Conferences

For over 30 years, CU Conferences has been a leader in credit union management education and professional development. Each year, thousands of CEOs, Directors, Executives, Committee Members, and management staff from credit unions across the country and around the globe participate in CU Conferences’ programs to learn about the latest in asset management, marketing, operations, staff development, technology tools and to get the most targeted credit union management training available. Learn more at [www.cuconferences.com](http://www.cuconferences.com) or by calling 888-465-6010.

### About Strategic Sales Systems

Strategic Sales Systems provides technology and business consulting services to successful, forward-thinking organizations. We focus on our customers’ CRM (Customer Relationship Management) needs, and their relationships with their customers. Our goal is to provide solutions to make your interaction with your customers more effective and efficient. Small to medium size businesses are a perfect match for the services that Strategic Sales Systems provides. Located at 1215 Fern Ridge Parkway, Suite 120 • St. Louis, MO 63141 • [www.sssworld.com](http://www.sssworld.com) • (314) 225-2025