



April 6, 2017

Commence Leapfrogs Competition Adds Exciting New Features to CRM Software

Eatontown, NJ – April 6, 2017 — Commence Corporation a leading provider of CRM software for small to mid-size businesses is at it again, adding exciting new functionality to an already feature rich product. Commence CRM, listed as one of the most popular CRM products by Capterra and Businesssoftware.com has continued to impress customers by introducing new functionality every four to six months.

This latest version just released offers several new enhancements with two that are quite significant. One is designed to improve the accuracy of monthly and quarterly sales forecast. The other is a series of enhancements to the company's integrated project management module.

Most CRM software programs allow you to move new business opportunities through a set of sales stages. With each stage the probability that the deal will close increases from zero to one hundred percent. While this is a typical way to forecast sales in many cases its simply not accurate particularly if the sale involves a bundle of products. For example, let's say you are selling office furniture and the sale involves 5 desk, 5 chairs and 3 bookcases for a total of \$5,000 dollars. You got a verbal commitment from the customer so you increased the probability of closure to 80%, but the customer also told you that the bookcases are a nice to have and as such, may not purchase them. The forecast still shows \$5,000 dollars, but if you remove the bookcase worth \$1,000 dollars the total is really \$4,000 not \$5,000. In order to modify this, the sales representative needs to go into the system and manually edit the amount. Commence CRM allows you to add a weighted percentage to the deal which automatically calculates the new value of the opportunity in this example 80% of \$5,000 for a total opportunity of \$4,000 dollars. This system automatically list this as the forecasted amount and updates the reporting engine resulting in a more accurate representation of the companies monthly and quarterly revenue.

The project management application which continues to differentiate Commence CRM from competitive products has been enhanced to allow the creation of multiple project templates that can be duplicated and reused for projects with similar characteristics. This makes the creation of new projects fast and efficient. In addition, fields and calculations used to track hourly time and billing now support two decimal places for greater accuracy and customers can now create custom project views of project data such as: title, task, project duration, start date and end date. Commence has also announced that a full featured Gantt chart will be added to the application in just a few weeks.

About Commence Corporation:

Commence Corporation offers a diverse suite of CRM business applications that integrate people, processes and technology. Commence CRM is used by several thousand businesses around the world to streamline sales, marketing, customer service and project management. Customers that use Commence CRM have reported significant improvements in workforce productivity, positive customer interactions and a reduction in operational cost. For more information visit www.commence.com.

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