

**eLearning and CRM (Sales Force Automation): The Focus of the
Inaugural Issue of *Sales eNews* – Sales Mentoring Solutions™,
LLC's Newsletter; Pub. August 2005**

Introduction to this Newsletter -

Today marks the launch of *Sales eNews*, our monthly newsletter for *current and prospective clients*.

The scope of this newsletter will be general because our audience is diverse: sales, customer service, training, marketing and HR executives from select mid-sized, large and Fortune 2000 firms. It will focus on issues, insights, practices and tools pertinent to the *professional sales environment*. Each issue's topics will tie into the core services offered by our firm: consulting, diagnostics, training, coaching and mentoring, and online automation.

Our mission is to provide a sustained resource to help you elevate the level of professionalism, efficiency and effectiveness in your sales operation. As such, you now have an additional source for obtaining answers to the problems that impact your sales organization and impede productivity.

To ensure that we achieve our objective of making *Sales eNews* a valuable resource for you, I encourage (and would appreciate) your feedback, suggestions, critiques and/or topical input.

Our business strength is the services we provide through both our own and partnered resources. Likewise, this newsletter will be the result of a collaborative effort.

It is with great pleasure that I present to you this inaugural edition of *Sales eNews*.

I have purposely restricted this month's issue to only two articles to make room for my introductory announcement. Going forward, you may expect much less of an introduction and more subject matter content. We focus this month on eLearning and Customer Relationship Management (CRM).

Thank you for your interest in *Sales eNews*.

Bobby L. Butler, President and Founder of *Sales Mentoring Solutions*™, LLC

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<mailto:blb@salesmentoringsolutions.com>

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At **Sales Mentoring Solutions**™, LLC we give you answers to the problems that impede productivity and impact your sales and services operations. We provide consulting, diagnostics, training, coaching and mentoring, and online automation solutions in support of the functions most critical to driving your revenue generation and business growth—sales, sales management, customer service and leadership. We work with you to align your sales and service operations with your business objectives.

Our principal business strength is our select alliances and partnerships. A one-stop-shop, we provide you holistic (and *best-of-breed*) solutions to help you develop highly efficient and effective professional sales and service environments. Visit the **Sales Mentoring Solutions**™, LLC Website <http://www.salesmentoringsolutions.com/>.