

For Immediate Release

For More Information, Contact:
Erik Madsen, Vice President of Marketing
The AdTrack Corporation
Ph: 319/739-1717
emadsen@adtrack.com

“Improve the Prospect Experience for Increased Sales”

Check Your Sales Cycle Leverage Points to Maximize Value

February 22, 2008 (Cedar Rapids, IA) AdTrack Corporation today announced the release of a white paper, entitled “Improve the Prospect Experience for Increased Sales.” The paper, based on 27-years of client experience, outlines how companies can manage this and other “leverage points” to maximize the customer leads already garnered.

“Our experience shows that this is one of the most overlooked areas of the sales cycle,” Erik Madsen, AdTrack’s Vice President of Marketing, said. “It really comes down to one question—how are you improving your prospect’s experience, (as well as the other leverage points in your sales cycle) to get the most out of existing leads?”

According to the white paper, maximizing these leverage points brings more customers to the purchase point via leads available, rather than continually spending to identify new ones. “As we all know, bringing in new leads is the major cost of a sales cycle,” Madsen added. “This white-paper identifies how to reduce those costs while increasing sales.”

This insightful piece is available at: www.adtrack.com.

The AdTrack Corporation connects clients around the world with their future customers. Since 1981, the lead management company has provided tailored customer acquisition services, including fulfillment, bulk literature distribution, inbound and outbound calling and marketing and sales support services. Learn more about AdTrack’s customer acquisition process at www.adtrack.com.

###