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**SalesCircuit and Greenough Deliver Revenue Boost for
Technology Company Sales**

Framingham, MA - SalesCircuit and Greenough have joined forces to answer the most pressing need for technology manufacturers and service providers: how to generate more leads and rapidly grow revenue. Through the joint offering, RevenueNow™, companies outsource an aggressive sales quota to an experienced external sales team that expertly taps social media along with traditional approaches to build and convert its pipeline. In addition, companies benefit from marketing best practices and campaigns that work in concert with direct outreach efforts to attract leads and help close deals.

"This is an offering that does more than pay for itself," said Gary Noke, managing principal at SalesCircuit. "Our team is largely compensated on its ability to achieve lofty sales goals and in fact, our success is based on revenue we bring in the door, so that's a major incentive. What's more, our approach to sales, which relies heavily on surrounding prospects with supporting social media buzz, provides the client's larger sales and marketing organization with useful new insights."

An engagement with RevenueNow begins with an assessment of sales goals, target customers and pipeline. Once sales metrics are set, a RevenueNow Lead Generation team is put in place consisting of a senior sales leader and a team of Business Development Representatives. In combination with telemarketing, marketing campaigns are devised to support the lead generation effort ranging from traditional PR campaigns to social media buzz building.

RevenueNow is rolling out to business-to-business companies in the information technology marketplace. A RevenueNow engagement includes a scoping session, sales messaging refresher, a highly tailored social media marketing program and a seasoned, dedicated sales team from SalesCircuit. The team is primarily compensated on the basis of its sales performance, creating a unique risk-sharing relationship with each client.

"With RevenueNow, we're addressing a common and painful reality. Although it's more important than ever to close more deals, many companies simply don't have the right talent on staff or they are not in a position to create and execute lead generation campaigns that drive real revenue," said Phil Greenough, CEO of Greenough Communications. "This offering combines the right mix of sales and marketing programs to fast track sales conversions."



About SalesCircuit

SalesCircuit was designed to help technology companies achieve sales quota. Founded by senior technology sales executives, SalesCircuit was spun out of Mindcircuit, a leading sales recruitment firm that has placed over 1,000 sales and pre-sales professionals since 2005. For more information, go to www.salescircuit.net.

About Greenough

Greenough Communications is an independent communications agency focused on the information technology, energy and environmental, consumer and professional services markets. Greenough builds brands through the power of storytelling and is nationally recognized for its award-winning public relations and marketing programs. For information, visit www.greenoughcom.com or read our blog at <http://blog.greenoughcom.com/>.

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