

Salesforce.com CRM Starts to Lose Ground to Industry Sector Specialist Commence

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According to Larry Caretsky, President of Commence Corporation, "We are seeing more manufacturers and distributors reject the one-size fits all approach of a Salesforce.com solution in favor of a CRM solutions provider who really understands the issues facing the industrial market."

Commence has been supporting the business requirements of small to mid-size manufacturing firms for more than a decade and has an impressive track record for delivering quality products and services. Positioned squarely between low-end contact managers and costly, overly complex higher-end solutions, like Salesforce.com, Commence CRM strikes a nice balance among functionality, ease of use, and low cost of ownership.

For more than a year, Commence Corporation has interviewed dozens of leading executives in high-growth industrial manufacturing and distribution firms in segments that include power transmission, fluid power, welding, electrical, safety products, industrial supplies, instrumentation, and building products. Commence has also hosted several Executive Roundtables to obtain additional input and feedback from key executives building on their dialog on the topic of industrial selling with one another.

The Smart Practices reports are a summary from the variety of these sources, combined with Commence's more than 20 years of experience and complemented with contemporary commentaries from more than 50 magazines, presentations, web sites and books. Each of the major sections - Marketing Strategy, Sales Management, and Sales Optimization through Technology - includes an Executive Summary, a set of Smart Practices derived from the research, and techniques to Leverage Information for results. Finally, the bibliography contains numerous reference materials that you may use for additional learning.

Commence (www.commence.com) offers lean industrial companies complete "Freedom Of Choice" to select the solutions and platform that best meets the business requirements of manufacturers and distributors. The comprehensive CRM Industrial application suite is available for use on premise or on-demand as a hosted service. Industrial leaders often build departmental lean CRM solutions with the award winning Commence Lean Industrial CRM Framework. These choices are why so many industrial companies choose Commence as the solution for managing customer relationships. All Commence Industrial solutions support mobile or wireless connectivity and integration to back-office accounting and ERP systems.

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