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PRESS RELEASE

RedHorse Systems Sponsors “Sales Lead Development” Educational Webinar

This week's topic, titled “Your Leads Aren't Buying: How to fix it,” presented by David Brydson of BestFit Solutions, is an online learning event intended to show how small business owners and operators can take a broken sales lead management process and fix it, increasing revenue and profit. The webinar addresses generally unrecognized issues which cause most sales leads to be wasted.

La Quinta, CA, May 14, 2012:

Sales people call only when the sales lead is ready

Taking a new approach to helping customers, RedHorse Systems is sponsoring Educational Webinars, with each webinar covering a single business builder topic. This week's topic, titled “Your Leads Aren't Buying: How to fix it,” presented by David Brydson of BestFit Solutions, is an online learning event intended to show how small business owners and operators can take a broken sales lead management process and fix it, increasing revenue and profit. The webinar addresses generally unrecognized issues which cause most sales leads to be wasted.

“Lead generation is the tip of the iceberg,” said Connie Koch, founder of RedHorse Systems. “Knowing how and when to take action to nurture a lead is the key, but RedHorse CRM helps even small businesses to automatically choose the right course.” The information being presented is of a practical nature, intended for business owners. Non-experts should have no difficulty understanding it or using it.

The initial training session is by invitation only, but there will be an opportunity for the general public to attend training at a later time. The session is expected to take 45 minutes. More Webinar details can be found at <http://www.redhorsesystems.com/businessbuilder>.

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit <http://www.redhorsesystems.com>. RedHorse CRM is sold through a network of dedicated Value-Added-Resellers who configure the software to match each client's business processes.

About RedHorse Systems Inc.

RedHorse Systems is the developer of affordable small and medium sized business (SMB) software. RedHorse CRM integrates closely with Microsoft® Outlook®, Intuit® QuickBooks® and Google to create a complete business system which contains within it the abilities to do quoting and proposals, automatic bookings, work tickets, and project management, as well as marketing campaigns which include lead tracking. CRM information can be synced to mobile devices.

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