PRESS RELEASE

RedHorse Systems' Webinar Series Advances To Next Level

On October 31, and November 7 and 14 Red Horse Systems presents the second of its webinar programs in their "Building Your Business" series. The focus this time is on growing revenue by improving marketing techniques and systematizing sales activities. Independent experts present the webinars, which are free and open to anyone who wants to "do business better". See http://www.redhorsesystems.com/businessbuilder for more information.

La Quinta, CA, October 18, 2012

"Building Your Business": RedHorse Systems' Second Webinar Series Focuses on Marketing and Increasing Revenue

"Learning is not compulsory; neither is survival," said America's quality improvement genius W. Edwards Deming many decades ago, and it is even more true today. Opportunities abound for those companies bold enough to reach for them, but success is more subtle. That requires a breadth and depth of understanding and expertise that comes from continuous learning.

"That's where our webinars come in," says Connie Koch, RedHorse Systems founder and lead developer. "As I have grown RedHorse Systems over the past 5 years, I came to recognize how crucial it is stay abreast of emerging best practices and create ways that are right for my company to act on that information.

"At RedHorse, we think of this webinar program as our way of contributing to the knowledge base of our customers and other business people interested in doing business better."

The second series – October 31, November 7 and 14 – focuses on marketing and increasing revenue. The first session is entitled "Putting People Back Into the Business Equation", presented by Jeff Neasmith, All Roads Inc. He explains and illustrates how to create a personal, online brand that acts as a marketing tool for your organization.

In addition, by delivering your brand online, you present yourself as a knowledgeable thought-leader. Jeff is passionate about getting reliable authorities to assume a prominent place online, calling it "why the web needs you".

"Those who are most visible on the Internet are not necessarily the most credible sources on their topics," he explains. "And many of the most credible authorities are hard to find online." His presentation will help you take charge of your speciality via compelling inter-linked content that you control.

The second and third webinars will cover how to use social media to as it drives CRM into the future, and how to systematize business activities to generate better sales leads and conversions. Dates are November 7 and 14. Each of the presenters is an expert on his/her topic; none of them is a RedHorse Systems employee.

To participate in the webinars, contact an authorized RedHorse Systems dealer or visit RedHorse online – 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. Sign up on Twitter to follow @RedHorseCRM. 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 software for small- and medium-sized businesses (SMB). RedHorse CRM integrates closely with Microsoft® Outlook®, Intuit® QuickBooks® and Google to create a complete business system containing the ability to produce quotations and proposals, automatic bookings, work tickets, and project management, as well as marketing campaigns that include lead tracking. CRM information can be synced to mobile devices.

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