



PRESS RELEASE

RedHorse Systems announces appointment of new head of Dealer Sales and Channel Development

RedHorse Systems, provider of small business comprehensive CRM software solutions, announces appointment of CRM Software veteran Eric Turnipseed to head Dealer Sales and Channel Development.

La Quinta, CA, January 8, 2014

REDHORSE WELCOMES ERIC TURNIPSEED TO THE CRM TEAM!

As Director of Dealer Sales and Channel Development, Eric will head up the roll out of RedHorse's 2014 campaign which includes programs to support existing Value Added Resellers (VARs) and develop new VARs for all three editions of the RedHorse CRM software. Eric will lead the channel by being responsible for developing current business relationships, setting up new partners, ensuring pipeline development and assisting partners to drive the sales cycle and close opportunities.

Eric brings to the table a wealth of knowledge and over 19 years of industry experience to RedHorse Systems. Prior to joining RedHorse, Eric was the President of The Automation Station, Inc., a computer consulting company specializing in CRM Solutions for clients across the country. In years prior, Eric worked for a national communications company where he implemented a CRM solution across 14 cities. He went on to join a consulting company specializing in CRM as Director of Sales and then Director of Training. Eric worked with large companies such as AT&T and Citibank.

In 2009, The Automation Station became a VAR for the RedHorse Systems' software, and has successfully deployed these solutions to a diverse list of clients across the country. Eric has earned technical certification in all three versions of RedHorse and has several times been awarded VAR of the Quarter.

Eric's energy and vision complement RedHorse objectives. He knows the RedHorse product inside and out and has earned certification every year it has been offered. With his direction and assistance, prospective and current VAR's will have the opportunity to gain valuable insight into the industry and as a result see a substantial increase in market share. Eric is ready and willing to share his knowledge of sales and training by walking present and new VARs through

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the process of becoming the most knowledgeable CRM support team in the nation. "We are fortunate to have his expertise and his commitment to providing exemplary customer support. It's a win, win situation." says Connie Galligan, president and CEO of RedHorse CRM.

Present VARs say, "No other CRM software company provides the training and support that is offered at RedHorse. We know. We have looked. With the addition of powerhouse Eric Turnipseed to the team, there is no reason that every CRM reseller in the country shouldn't be offering RedHorse as their premier software solution for small to medium business CRM."

To find out more about RedHorse Systems and its products, call the company at (888) 831-9012 or visit <http://www.redhorsesystems.com>. Follow us on Twitter at @RedHorseCRM. Like us on Facebook at RedHorseSystems. 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®, Google® and Constant Contact® to create a complete business system containing the ability to produce quotes, proposals, automatic bookings, 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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