

Maximizer Partners with ESR to Provide Enhanced CRM Benefits to Sales Leaders

**By [Susan J. Campbell](#)
TMCnet Contributing Editor**

A strategic agreement has been reached between Maximizer Software Inc. and ES Research Group (ESR). Maximizer, a provider of affordable and easy-to-use Customer Relationship Management (CRM) software applications, will cooperate with ESR, a sales effectiveness and performance research firm to expand the ecosystem of software options and sales effectiveness and performance services available to American sales leaders.

As a research and advisory services firm, ESR helps companies evaluate, implement and measure their sales performance programs, while also providing analysis on the sales training and the vendors that provide these programs. The firm recently launched its Certified Measurement Program, the first independent evaluation and approval rating system in the country that measures the performance of sales training programs offered by training vendors to America's leading corporations.

“Good sales training and performance measurement is necessary for sales executives to run an effective sales force, and the most sophisticated teams enlist leading sales technologies to improve their processes and the results they deliver,” said Dave Stein, Chief Executive Officer, ES Research Group, Inc. in a Thursday statement.

“By joining forces with Maximizer, ESR is completing the picture for sales leaders — offering expertise in the areas most critical to the implementation of sound training and proven technology.”

The agreement provides for Maximizer and ESR to work together to offer sales leaders in the market for sales training and supporting sales technology enhanced access to the knowledge and services available in today's crowded vendor market. The two companies will share best practices and exclusive content; provide advice for joint customers; and participate in educational programs such as subscriber newsletters and Webcasts.

“Choosing the right combination of sales training approaches and supporting CRM software products is critical when undertaking a major sales training program or, equally important, when planning for the deployment of a new sales software system,” said Peter Callaghan, Chief Sales Officer, Maximizer Software, in Thursday's statement.

“By offering our customers better visibility and access into the best advice on sales training options and planning, we aim to help our customers achieve high rates of end

user adoption, and further we are demonstrating that we are committed to doing more than selling software — we're doing our best to ensure the success of our customers.”

Driving sales revenues is a top priority for any organization that relies on its sales department for its success and market positioning. CRM systems are often put in place to make the sales process as smooth as possible. These systems, however, are not a one-size-fits-all and it is easy for companies to make the wrong selection when it comes to CRM.

Considering the competitive landscape that organizations face in nearly every industry, customer-facing technologies that provide insight into the market demand and the strategies of leading competitors can put an organization in a position for growth and eventual market dominance. This partnership between Maximizer and ESR will likely provide such opportunities for a great number of companies.

Susan J. Campbell is a contributing editor for TMC ([News - Alert](#)) and has also written for eastbiz.com. To see more of her articles, please visit [Susan J. Campbell's columnist page](#).