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New Integration of OppSource Lead Nurturing Program with CRM Systems Provides Real-Time Status of Leads

Touch point details and scores enhance visibility for sales and marketing and facilitate reporting

ST. PAUL, Minn., Feb. 9, 2009—[OppSource](#), a lead generation/management firm that bridges the gap between marketing inquiries and sales-ready opportunities for high tech companies with long sales cycles, announced today that its lead nurturing program now integrates with CRM (contact relationship management) systems, providing clients a real-time update of all OppSource interactions with prospects as the company nurtures leads through the [lead cycle](#) until they become a qualified sales opportunity and are handed off to the clients' direct sales force. According to OppSource co-founder and President [Mark Galloway](#), "This integration enables our system to automatically and immediately populate our clients' CRM systems with touch point details they want in the format they are familiar with. This essential sales pipeline information accompanied by updated lead scores enhances visibility for sales and marketing and facilitates planning and reporting."

In contrast to other standalone lead nurturing platforms that require an investment in installation, implementation, maintenance and additional programming expertise for CRM integration, OppSource's managed service easily and quickly integrates with CRM systems.

About OppSource

OppSource provides high tech companies a fully integrated lead generation/lead management program comprising both digital and human elements that capture, nurture, measure, and score leads as they move through the marketing funnel. This proprietary approach, [The Pursuit of Demand™](#), improves marketing and sales ROI by ensuring that only optimized leads that have been properly groomed are handed off to the direct sales force. OppSource's revenue cycle management programs deliver sales-ready opportunities to national companies that sell a considered purchase over a long sales cycle.

For more information about the St. Paul, Minn.-based company and its services, visit www.oppsource.com, subscribe to [OppSource's blog](#), call 1-866-354-8362 or email info@oppsource.com.