



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

QuoteWerks™ Featured on the Nationally Broadcasted *Sales Talk* Radio Show

Businesses of all sizes can benefit from leveraging sales technologies to improve performance and service to increase and retain customers while improving sales team performance.

ORLANDO, FL (PRWEB) July 28, 2006 — Aspire Technologies, a leading provider of sales quoting software solutions for the global small and midmarkets, today announced it was featured earlier this week on a nationally broadcasted radio show. In conjunction with Russ Lombardo, President of Peak Sales Consulting and Host of ***Sales Talk*** and the show's producers Voice America, QuoteWerks™ was showcased as a value-added component to any Sales Force Automation initiative across all business lines, sizes, and industries.

Keith Carrington, Vice President of Sales and Marketing for Aspire Technologies was the feature guest for the radio broadcast entitled ***Leveraging Technology for Sales Success*** on Monday, July 24, 2006. During the one hour show, Carrington and Host Russ Lombardo discussed the many facets of sales force automation, CRM, and the value add-ons such as QuoteWerks™ offers to companies who engage in Sales Force Automation initiatives to improve both their sales processes and performance.

Along with a discussion on the use and implementation of a Customer Relationship Management (CRM) systems and value driven add-ons such as QuoteWerks™, the show explored the challenges facing small and midsize businesses in their quest to improve sales and well as the training and support needs of a sales force that experiences the introduction of new or different technology-based applications.

With over 40,000 users in 75 countries, QuoteWerks™ has an extensive history in supporting Sales Force Automation initiatives within companies of all sizes and industries making Aspire Technologies a qualified expert on leveraging sales technologies for improving both a company's sales processes and performance. The MP3 audio file of the show can be downloaded from the QuoteWerks™ website at <http://www.quotewerks.com/pressreleases/index.asp>.

In addition, Aspire Technologies offers a comprehensive guide to selecting quoting and other sales force automation related software applications which can be viewed at <http://www.quotewerks.com/buytips.asp>.

About *Sales Talk* with Russ Lombardo

If you're looking to improve sales results, increase revenue, acquire new customers, or just retain existing ones, listen to "Sales Talk" with nationally recognized Sales and



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Customer Relationship Management Consultant, Speaker, Sales Trainer and Author, Russ Lombardo. On "Sales Talk" Russ provides insights and knowledge about today's best selling techniques and methodologies. Learn about the latest sales-related software and tools to help organize your efforts for achieving more efficiency and get a better understanding of what services are available to improve sales results. On "Sales Talk", Russ Lombardo and his expert guests get down to brass tacks and talk about what's needed today to succeed in sales. Whether you're a Sales Manager, Sales Professional, Business Owner or Entrepreneur, you'll benefit from the business insights, experience and knowledge. "Sales Talk" with Russ Lombardo broadcasts each Monday at 1pm Pacific (4pm Eastern) on the VoiceAmerica Business Channel.

About Aspire Technologies and QuoteWerks™

Aspire Technologies, the creators of the award winning QuoteWerks™ sales quoting software, is the leading provider of sales quoting software with its award winning QuoteWerks™ application deployed to thousands of businesses and enterprises worldwide. QuoteWerks™ integrates with all major and leading CRM packages including ACT!™, Goldmine®, Maximizer®, MS CRM, Outlook®, TeleMagic®, salesforce.com® and SalesLogix® enabling businesses in all industries to integrate QuoteWerks™ seamlessly into their existing environments. Aspire Technologies is headquartered in Orlando, Florida and is a Microsoft Certified Partner. For more information please visit www.quotewerks.com.

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