



Press Release

26 June 2007

For Immediate Release

A Salesman's Best Friend

Australia's leading Consulting Group, **Achievers Group**, can now deliver the most effective technology solutions for small to medium businesses thanks to a new strategic alliance with **Vitecomm**.

The alliance combines Achievers Group's expertise and experience in Sales and Marketing, with Vitecomm's Customer Relationship Management (CRM) systems to measure and improve sales and marketing strategies.

A CRM from Vitecomm allows sales staff to spend more time selling and less time on administration. It empowers companies to manage people and processes more effectively.

"Partnering with Vitecomm provides businesses with the necessary skills to ensure a successful combination of technology and business strategy," said Tony Gattari, Managing Director of Achievers Group.

"Technology is not a silver bullet. Having the right sales, marketing and customer relationship strategies are vitally important but having the right system to deliver these strategies is essential," Mr Gattari added.

That is where Vitecomm comes in. Damian Noonan founded Vitecomm more than five years ago to equip small to medium businesses with CRM Systems from www.salesforce.com.

These unique systems improve businesses' customer service and support, accelerate sales, strengthen client relationships and deliver a return on investment within weeks.

The combining of the complementary services offered by Achievers Group and Vitecomm is a breath of fresh air for small to medium businesses. With Achievers Group developing the strategies, and Vitecomm ensuring they are implemented efficiently, this alliance is critical for Sales Managers, loved by Sales Staff and trusted by Executives.

For More Information, or Interviews, please contact:

Tony Gattari – Managing Director, Achievers Group. Ph: 0410 538 521

Damian Noonan, Owner, Vitecomm. Ph: 0414 900 111

About Achievers Group

Achievers Group is a dedicated team of hard working professionals who work with small, medium and large businesses to assist them to reach their business and personal goals. Achievers Group specialises in the areas of:

- Business Planning and Advising
- Business Strategy and Consultancy
- Business Training and Workshops
- Business or Executive Mentoring
- Sales and Customer Service Training and Workshops
- Marketing Solutions
- Financial Planning



Clients of Achievers Group include Acer Computers, Apple Computers, Australia Post, Australian Geographic, Domayne, Flexirent, Gloria Jeans Coffee, Harvey Norman, LG Electronic, Mortgage Choice, NEC, Packard Bell, Ray White, Rebel Sport, Space Furniture, Subway, The Good Guys and White International.

About Vitecomm

Vitecomm owner Damian Noonan has worked in the technology industry for over 17 years. For the last 5 years, Damian has focused on leveraging the best technologies to provide simple and effective solutions for businesses. Having gained experience and discipline working with large blue chip companies, Damian brings that expertise to his small to medium sized business clients.

Damian chooses to work with business owners who are ready to take the necessary steps to grow their business. Partnering with Achiever's Group ensures that Damian has access to the necessary skill sets to ensure a successful combination of technology and business strategy.

Damian has been running Vitecomm Pty Ltd since 2001 and partners with one of the world's leading Customer Relationship Management solutions to deliver business solutions for clients.