



## **Forcelogix' President and CEO Patrick Stakenas Featured in Illinois I.T Technology Association (ITA) weekly news letter on Sales Performance Management and Sales Coaching**

Chicago, IL, October 11, 2007 --(PR.com)-- Patrick Stakenas, President and CEO of ForceLogix, (developers of Sales Force Optimizer, the leading application that automates sales performance management and sales coaching) is featured monthly in ITA Newsletter on Sales Performance Management and Sales Coaching.

Sales performance management has become the hot topic for business large and small alike. As the total cost of sales continues to rise and revenues all too often are not meeting expectations, there is a dramatic shift in focus onto front line sales force performance by corporate executives.

While many companies have invested in customer relationship management solutions to automate focus on the customer over the past decade, the shift now is to mission-critical applications that make their sales engines more effective. ForceLogix is leading the way with its SaaS solutions that enable sales leadership to drive greater productivity out of all sales resources.

Each article will have a definitive focus on driving more revenue out of what you already have. "Behind this shift to managing performance is the realization that companies have to better utilize data inside the company to get more out of each and every sales asset" comments Stakenas. "Combining this critical but dispersed data with consistent manager input drives positive sales behavior and helps companies truly transform their sales teams into highly effective sales machines."

Patrick's most recent article focused on Organic Growth, and Getting More Productive Instead of Hiring More People. It can be found at <https://www.illinoistech.org/technologynews.aspx/1163> or go to [www.illinoistech.org](http://www.illinoistech.org). For more information on Forcelogix and driving greater sales effectiveness in your organization please go to [www.forcelogix.com](http://www.forcelogix.com).

### About Forcelogix

ForceLogix is a Global company that builds OnDemand sales performance management solutions for leading sales organizations. Led by a team of seasoned senior sales and operations executives, ForceLogix solutions enable top line revenue growth and enhanced sales organization productivity to companies in diverse industries such as Financial and Business Services, Technology, and Manufacturing with a focus on Life Sciences, Health Care and Pharmaceutical. For more information please visit [www.forcelogix.com](http://www.forcelogix.com)

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