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Mindover Software Launches Innovative Customer Referral Program

Sage business partner seeks to reward customers for identifying new CRM, ERP and accounting software business leads

Dallas, TX – June 30, 2009 – At a time when many businesses are putting new marketing program launches on hold, Mindover Software is introducing an innovative Customer Referral Program. The new initiative capitalizes on Mindover Software’s long-time relationships with loyal customers by rewarding them with free consulting or a \$250 Visa gift card for identifying new business leads.

“Customers have always been a great source of new CRM, ERP and accounting software sales for Mindover Software,” says Lloyd Smith, the company’s president. “The Customer Referral Program is simply a way for us to show our appreciation for any company referrals that result in new sales of business software like Sage Accpac ERP, MAS 500 or SageCRM.”

The Customer Referral Program targets Texas companies with annual revenue between \$5 million and \$75 million, and between 10 and 500 employees. With offices in Austin, Dallas and San Antonio, Mindover Software is asking current and past Sage customers to be on the lookout for such companies that:

- Have mentioned their intention to seek new CRM, ERP or accounting software;
- Experience frequent errors on shipments of goods or inventory;
- Experience frequent billing errors requiring credit memos;
- Use antiquated ERP software requiring multiple data entry of the same or similar data;
- Experience slow invoicing or invoice collections due to antiquated accounting software;
- Express complaints about business software that is painful to use.

As a reward for referrals leading to new business relationships, Mindover Software is offering customers a choice of up to five hours of free consulting—an \$800 value—or a \$250 Visa gift card.

“There’s a pretty strong connection between happy customers and new customer referrals,” Smith explained. “That’s why my job is to make sure the business needs of our customers are fully satisfied and our support level exceeds their expectations.”

About Mindover Software

Mindover Software is a Sage Software business partner and offers a broad range of CRM, ERP and accounting software solutions including Sage Accpac ERP, Sage MAS 500, SageCRM and E-Commerce. From Texas offices in Austin, Dallas and San Antonio, Mindover Software’s staff of professional consultants carries out the company’s commitment to high-quality results and customer satisfaction. Learn more at www.mindovercorp.com or by calling toll-free (866) 990-3994.

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