

FOR IMMEDIATE RELEASE

Point of Reference® Announces Simplified Search Capabilities for Salesforce.com Users

Denver-Based Customer Reference Management Firm Adds Single-Click Access to References

DENVER, CO – February 28, 2011 – [Point of Reference](#), the industry thought leader in [customer reference management](#) solutions, announces the immediate availability of enhanced search capabilities for its Salesforce.com clients that provide salespeople with single-click access to relevant [customer references](#) and customer reference content in the workflow of managing an opportunity. The new functionality enables salespeople to more easily locate relevant customer references as well as customer videos, case studies and whitepapers appropriate for the sales stage of their opportunity.

“We are always looking for ways to increase sales effectiveness and we know that no matter how easy search may be, removing the steps of defining a query makes the process less of a hassle, and that increases user adoption,” said president and CEO David Sroka. “The tight integration we can offer with Salesforce.com enables many time savers that translate to higher productivity for salespeople and nirvana to sales enablement professionals.”

“SmartSearch takes all the effort out of searching for relevant reference customers and content.” according to Polly Kruse, director, Global Customer Programs at Ariba, Inc. “It’s available right where a salesperson needs it, and a single click away from getting what they need. This drives both user satisfaction and adoption. It’s another great innovation that shows Point of Reference gets how salespeople work.”

As is the Point of Reference model, this new capability is part of the core [ReferenceStor](#) functionality and, as such, is completely configurable and available to all clients. For more information, visit Point of Reference at www.point-of-reference.com.

About Point of Reference®: Point of Reference provides a full complement of customer reference management solutions to organizations determined to cultivate and capitalize on high value customer relationships. Primary business lines include ReferenceStor™, a hosted customer reference management software solution, and TruPoints™, recorded content development services based on a well-honed interview methodology. With Point of Reference, clients can finally orchestrate coordinated customer reference activities, inject references into sales and marketing opportunities with less time and hassle, and build a library of 24/7 available customer references to end burn-out. For more information visit: www.point-of-reference.com

Media and Analyst contact: Tracey Floming at tfloming@point-of-reference.com

© 2011 Point of Reference Inc. All rights reserved in the United States and/or other countries.

###