

**FOR IMMEDIATE RELEASE**

**Point of Reference Founder to Speak at Sant Connect08 Conference**

*Customer Reference and RFP Management Go Hand-in-Hand*

**June 15, 2008** – Point of Reference announced today that its president, David Sroka, is scheduled to present at the Sant Corporation User Conference in Chicago on September 15, 2008.

Sant is the leader in RFP and Proposal automation, with a broad customer base that covers 5 primary industries. Many industry segments are just beginning to establish formalized customer reference programs (CRP), which the high tech industry has been honing for the past 10-15 years.

“This is a great opportunity to share what we’ve learned through our client work with the tech industry’s top companies,” said Sroka. “We feel that a well-run CRP can have a tremendous amount of revenue impact on a company’s top line. There’s no better salesperson than a highly satisfied customer.”

Sroka will be presenting a “beginning through intermediate” overview of CRPs today, including the essential elements of effective reference management: establishing program value, gaining sales support and customer participation, best practices in content usage, and measuring program impact.

“I want to be sure attendees of this session walk away with actionable information,” Sroka said. “To ensure value I’ll be describing real client examples of accomplishment and valuable lessons learned.”

**About Point of Reference**

Point of Reference provides a full complement of customer reference program services to organizations determined to cultivate and capitalize on high value customer relationships. Primary business lines include a hosted reference management software solution, and 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](http://www.point-of-reference.com).

**About The Sant Corporation**

The Sant Corporation is a provider of proven software and expertise that improves sales effectiveness. We help companies who provide value-based solutions win more business by accelerating the production of persuasive proposals, RFP responses, presentations, and related documents.

Sant is a privately held corporation headquartered in Cincinnati, Ohio, and has operations in North America, the United Kingdom, Australia, and South Africa. For more information, please visit [www.santcorp.com](http://www.santcorp.com).

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