point of reference®

**FOR IMMEDIATE RELEASE**

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## Point of Reference Sponsors SiriusDecisions 2019 Summit

Point of Reference®, the only provider of a Native Salesforce app for customer advocate management, is a sponsor of this year's *SiriusDecisions Summit.*

DENVER, CO (PRWEB) March 25, 2019 – Point of Reference, a Salesforce® partner and Customer Powered Alliance member, is pleased to announce its sponsorship of the SiriusDecisions 2019 Summit running May 5-8 at the Austin Convention Center in Austin, TX.

"We help our clients realize the full value of their customers' stories throughout all stages of the sales cycle," said CEO, David Sroka. "The conference theme, TOGETHER: Achieving High Performance by Aligning the B-to-B Revenue Engine, dovetails with our objectives at Point of Reference and those of the Customer Powered Alliance."

"We are excited about our participation in the Sirius Decisions 2019 Summit. This event attracts representatives from companies at the forefront of B2B marketing," said Sroka. The annual conference draws over 4,000 attendees looking to uncover best practices and develop new strategies B2B companies can use to fuel success now and into the future.

Stop by the Point of Reference booth, #K4, in the marketplace to see a demo of ReferenceEdge and learn how your company can simplify its customer reference practices, boost win rates and quantify impact on revenue.

**About Point of Reference®**

Since 2003, Point of Reference has been powering B2B customer advocate programs that fuel business growth and fortify brands. We believe advocates tell their customer experience stories better than anyone and increase our clients' odds of winning opportunities in the process. By combining decades of domain expertise with our purpose-built customer reference management technology, native to Salesforce CRM, Point of Reference allows companies to inject relevant customer references and related content at critical points in a sales cycle, attribute reference activities to revenue, and orchestrate coordinated reference activities that boost productivity. For more information, visit http://www.point-of-reference.com