

**FOR IMMEDIATE RELEASE**

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**Performance Advantage Now a Certified Sage SalesLogix Business Partner**

***CRM Vendor Adds Sage SalesLogix to its Product Line***

**Toronto, Ontario, (November 11, 2011)** – Performance Advantage, an implementer of custom CRM solutions and provider of IT outsourcing services, announced today their Sage SalesLogix CRM practice is open for business. Sage SalesLogix is a key addition to Performance Advantage’s product line. The decision to support the Sage brand was in direct response to the interest in Sage SalesLogix expressed by many prospects. Sage SalesLogix is a cost effective and value-rich alternative to other leading CRM brands.

Performance Advantage has a successful track record in helping their clients improve their bottom line. Sage SalesLogix will be instrumental in delivering rich features such as online/offline mobile device support, website and social media integration, and ease of use features such as integrated dashboards and work flows.

Jim Love, President Performance Advantage, likes how Sage SalesLogix plays well with others. “Sage SalesLogix enables companies to increase sales by providing custom, well-defined processes coupled with timely information. This is accomplished based on the way our clients do business and integrate with tools they already have in place. Not only does this make Sage SalesLogix a more cost effective solution, it makes transition simpler, allowing our customers to achieve their sales goals sooner!”

”Aligning with expert business partners is a key differentiator representing how effectively businesses can implement CRM from Sage,” explained Dan Wilzoch, senior vice president and general manager, Sage North America. “Performance Advantage brings vast industry knowledge and technical expertise to the table that midsized businesses can leverage for sales success. A perfect pairing we look forward to supporting.”

For more information about how Sage SalesLogix can benefit your company, please contact Ron Boulanger at Performance Advantage (contact info at top) or visit their website to register for a webcast and 30-day free trial at <http://www.performanceadvantage.ca>.

Sage SalesLogix – available for on-premises, Cloud and mobile deployments – provides businesses a complete view of customer interactions across sales, marketing, customer service and support functions so teams can collaborate and respond promptly

and knowledgeably to customer inquiries and sales opportunities. Powerful process automation and a highly customizable platform help achieve stronger sales results. For more information call 800-643-6400 or visit [www.sagesaleslogix.com](http://www.sagesaleslogix.com).

### **About Performance Advantage**



Since its founding in 2003, Performance Advantage has become known as one of Canada's leading CRM firms, with over 70 clients from coast to coast in Canada and the US served from our offices in Toronto and Kitchener/Waterloo Ontario. We have built, implemented and integrated systems in retail, financial services, high tech, telecommunications, publishing, manufacturing as well as in the not for profit, educational and government sectors.

In addition to our CRM practice, we have grown to be the main IT partner for a number of businesses. We not only build, integrate and host package and custom solutions for our clients, for a growing number of firms seeking to make the transition to cloud computing and virtualization, we provide their complete IT service.

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