

## PRESS RELEASE

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### **Sales Lead Management Association Declares October 11-17, 2009 to be National Sales Lead Management Week**

**June 10, 2009--Los Angeles, CA--**James W. Obermayer, co-founder of the [Sales Lead Management Association](#), announced today that SLMA has declared the week of Oct 11-17, 2009 as [National Sales Lead Management Week](#). Obermayer stated, “In light of the millions of inquiries which are the result of billions of marketing dollars spent on marketing, this week will be dedicated to the subject of properly managing sales leads.”

SLMA co-founder Mark L. Friedman urges the press to focus on how companies manage sales leads. “This should be a time of on-line seminars and articles, to discuss how inquiries and ROI are measured. If they can make a play and a movie about sales leads ([Glengarry Glen Ross](#)) I am sure it is of interest to business leaders.”

### **Support for National Sales Lead Management Week**

Dan McDade, President of [PointClear](#) said “If it has been tough to measure the value of the marketing spend and the percentage of leads accepted and closed is lower than it should be and investments in marketing automation have not paid off, take advantage of “National Sales Lead Management Week” to fix those problems. It starts with stopping unproven marketing programs that resulted in mediocre outcomes. It means closing the loop on leads passed to sales by enforcing pass back or “no lead left behind” efforts that will shed bright light on the lack of lead traction.”

Jim LaBelle, the President of LEADTRACK said: “The emphasis this week should be to encourage marketing and sales management to evaluate the effectiveness of marketing investments. The recession is not the time to cut back, but to focus our efforts to optimize every precious sales inquiry. The common issue is the lack of a process to manage sales inquiries and measure marketing investments. Without a process it is impossible to measure how the combined effort of sales and marketing contributes to the bottom line.”

### **SLMA Challenges Corporations**

The Sales Lead Management Association challenges marketing and sales officers to create events around lead management. Ideas on how to bring attention to this subject appear on the SLMA website: [www.salesleadmgmtassn.com](http://www.salesleadmgmtassn.com)

### **About the Sales Lead Management Association**

The SLMA is an association with the mission of helping companies become successful in the critical business process of Managing Sales Leads