

ABC Company is launching a new piece of sales software that is going to solve a major problem in the Industry by linking Salesforce with the API's of several other CRM platforms. The software is called Sales Scout, and it's launching to the public June 1. Sales Scout will be released on ABC Company's website at midnight May 31<sup>st</sup>, making it functionally available the next day. ABC's current and past customers will each receive a special invite via email the week before containing a 20% off coupon code and access instructions. According to ABC Company's president, Ben Smart, Sales Scout was created to fill a gap in the sales automation landscape.

*"We're very excited to open up our new software, Sales Scout, to the public at large in June," said Ben Smart, the President of ABC Company. Ben went on to say, "Sales Scout plugs one of the biggest holes in sales automation with Salesforce by simplifying the way our software and Salesforce connect not only with each other but with other platforms via their API's. Sales Scout is going to be a must have product for any business, small, medium, or large, who uses a variety of platforms in conjunction with Salesforce."*

ABC Company is very mindful of taking care of their loyal customers. In fact, for a period of 90 days after the launch of Sales Scout, past customers can get a 20% off, lifetime discount on the software. ABC's software is cloud based. Customers have access to an individualized version of their own account which gives them access to a dashboard where they have access to all their purchases from ABC. Also, during the 90-day period after the launch of Sales Scout, past customers will be able to get lifetime access for a single payment. Everyone else will be paying monthly.

*"ABC Company is very customer-centric," says Valerie McDaniel, ABC's VP of Marketing. "We take care of our customer above all other priorities. That's why we're*

*mindful of offering discounts and lifetime access for a one-off payment to them.”*

*Indeed, customer loyalty and retention at ABC is one of the core values that drives their business. And, this can be seen in the percentage of people who are repeat customers.*

*“45% of customers will buy again from us within 90 days of their first purchase,” Ben Smart says. “Loyalty is baked into our business model.”*

ABC Company was founded in 2009 by Ben Smart in Atlanta, Georgia. The company focuses on selling three types of software, personal productivity software, sales productivity software, and sales forecasting software. Sales Scout is a new addition to ABC’s sales productivity suite. You are invited to learn more about ABC by visiting their website, [abcsoftware.com](http://abcsoftware.com), or by calling +1-111-222-3333.