



HOW TO SURVIVE THE CRM CRUNCH

August 19, 2010
Itasca, Illinois, USA



Chicago Campus
Channel University

Channel University, an operating group of the Rathsburg Organization, is pleased to announce its Seventh Semester Course Syllabus, How To Survive The CRM Crunch. This insightful, timely and extremely valuable time management and sales reporting skills course will be taught by Ms. Emily Otte, the Manager of Rathsburg's Inside Sales and Customer Service Team. Emily, in consultation with Greg Rathsburg, has laid out the course material based on her extensive experience in OEM sales. She will provide tips and techniques on how to use the various CRM software programs in the most efficient manner. Additional instruction will center on how to utilize the array of support resources available at Rathsburg to help preserve the Sales Engineer's precious customer facing sales time.

Channel University is part of the continuing education curriculum offered to the employees of Rathsburg. Being best-in-class requires hiring the top available personnel and giving them the tools they need to perform their jobs effectively. Training of the best, by the best, is one way of reaching our goal and improving the business community where we make our living. Rathsburg is committed to being the best in its business.



Surviving The CRM Crunch

Emily Otte has been in the electronics industry for 28 years. She is currently the Sales Specialist for Rathsburg, covering the Wisconsin territory. She is also Manager for the Inside Sales and Product Marketing teams at Rathsburg. Emily spent 20 years at GENROCO, Inc.; her last position there was Vice President of Sales (Worldwide). Rathsburg tenure is now eight (8) years.

Classroom Activity



Knowledge Is Power

RATHSBURG QUALITY

