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Kadient Turns to Marketsync to Power Intelligent Sales Communications and Improve Sales Velocity

Leading Provider of Sales Enablement Solutions Integrates Marketsync into its own Sales Enablement Processes

KIRKLAND, WA – NOVEMBER 17, 2009 – [Marketsync](#), the leading provider of advanced multi-channel sales communication solutions, today announced that it has added Kadient to its growing list of customers. Kadient, a leading provider of on-demand sales enablement solutions and best practices expertise, has incorporated [Marketsync](#) into its own sales enablement process to improve sales velocity and provide measured insight into the effectiveness and impact of the Company's sales communications.

"At Kadient, we are laser focused on helping salespeople sell smarter," said Richard Berkman, vice president, Sales Enablement Strategies, Kadient. "By using Marketsync, we expect that our sales team will be able to reach the increasingly-important C-suite decision makers faster and more effectively than ever before. Because Marketsync is fully integrated with Salesforce CRM, our sales team can now quickly select and deliver approved collateral to their prospects and customers and be guided by workflow-driven follow-up activities that map directly to our Kadient Sales Playbooks."

Marketsync enables Kadient to automate the generation, delivery and tracking of one-to-one correspondence for its sales professionals. Marketsync accelerates sales velocity while ensuring professional, accurate, and consistent communications. With Marketsync, Kadient's salespeople deliver personalized letters, collateral, and other materials to their prospects and customers – from anywhere, on-demand, with as little as two keystrokes – while reducing the time spent on these tasks by 80% or more.

"We are honored that Kadient, one of the leaders in the sales enablement market, has selected Marketsync as a complementary component to their own sales enablement process," said Doug Ebstyn, CEO, Marketsync. "In today's environment, empowering individual sales people to quickly and easily drive impactful, consistent and quality sales communications is more important than ever before."



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About Marketsync

Marketsync is the only cloud-computing company that makes it easy for Salesforce CRM users to send personalized communications with any combination of emails, letters, packages, collateral, or print-on-demand materials with just a few clicks. With Marketsync, companies can completely transform sales prospecting by reaching decision makers earlier in the sales cycle with accurate, high-impact messages. Users can add multi-channel correspondence to any sales, service or marketing program—making it richer and more effective. Force.com developers can also easily add Marketsync to any Force.com application for a more robust solution. [Customers](#) like ExactTarget, Kadient, Bank of Oklahoma, Egencia, Sirva, and others transform their sales prospecting and correspondence to cut through the clutter and reach decision makers quickly. For more information, visit www.marketsync.com or call **425-814-3900**.

About Kadient

Kadient helps companies improve sales performance by arming their salespeople with the content, messages, and strategies they need to win at every stage of the customer's buying cycle. Kadient is the only on-demand sales enablement platform that combines Dynamic Sales Content, Sales Playbooks, and Sales Performance Analytics with proven best practices—all served up within a Sales Force Automation (SFA) system. The result is shorter sales cycles, faster ramp up, and increased sales productivity. Learn more at www.kadient.com.

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