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Press Release
For Immediate Release

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Leading Results Leads New Sage North America Marketing Academy

First academy is a successful new benefit for Sage Partners

Hudson, MA June 2011 - Dan Kraus and Laura Lorenz of Leading Results, Inc. led the class at the first ever Sage North America Marketing Academy held last month in Dallas, Texas.

Part of the Fast Track for Growth Program, the Marketing Academy launched with 20 business partners in attendance. Core focus was on Duct Tape Marketing principles and how they are best applied to technology marketing for the Sage ERP, CRM and HR products.

The Sage Marketing Academy was designed to jump start a partner's marketing efforts. The academy starts before even arriving at class with key customer interviews required for participation in Day One. Through the academy, Sage partners refine core messaging and differentiation. This core messaging is then be used to develop a comprehensive marketing calendar.

“By instilling the principles and practices of Duct Tape Marketing,” stated Kraus, “we can assist these business partners in getting their marketing really working for their business as an asset instead of just a cost.”

Both Dan Kraus and Laura Lorenz have deep experience in marketing business management software with former employers and clients that include Sage, SAP, Great Plains Software, Microsoft, Allaire, Macromedia, and SugarCRM.

About Leading Results:

Leading Results helps small businesses stop wasting money on marketing that doesn't get results. As Duct Tape Marketing Coaches, they create predictable marketing processes and programs that small business can implement with limited staff for unlimited success. Leading Results has offices in Boston, Austin and Philadelphia and clients around the world. For more information on group coaching programs and small business marketing coaching, visit the website at www.LeadingResults.com.

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