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SYNCRATEC PARTNERS WITH CLICKDIMENSIONS TO LAUNCH INNOVATIVE POWERPACK FOR SMB GROWTH

Revolutionizing Sales and Marketing Strategies for Small and Medium-Sized Businesses

Philadelphia, PA, August 21, 2023 – SyncraTec, a leading provider of Microsoft Dynamics 365 Customer Engagement solutions, has teamed up with ClickDimensions to introduce PowerPack. Designed to transform the way small and medium sized businesses (SMBs) go-to-market, PowerPack is a unified sales and marketing solution which drives engagement, opportunity conversion, revenues. The innovative new application seamlessly integrates customer relationship management, marketing automation, and sales engagement solutions to revolutionize SMBs' sales and marketing strategies.

Ian Smith, President at SyncraTec, states, "PowerPack is an exciting strategic fusion of CRM, marketing automation, and sales engagement, which will help SMBs overcome many of their sales and marketing challenges to thrive in today's rapidly changing, competitive business environment."

As an exclusive launch partner for PowerPack, SyncraTec is championing the adoption of a unified sales & marketing approach. This approach breaks down data and process siloes and aligns sales and marketing into a unified team, each playing a critical role in facilitating the customer buying journey from awareness to consideration to close.

According to Mike Dickerson, CEO of ClickDimensions, "Small and mid-sized businesses struggle with the complexity of the tech stack required to effectively facilitate customer acquisition, retention, and growth. We've designed our solution for SMBs, packaging the essential technologies they need in an affordable platform that gets sales and marketing acting as a unified revenue team."

PowerPack significantly empowers resource-constrained small and medium-sized businesses, enabling them to adopt an essential unified sales and marketing approach. This strategic technology integration opens doors for growth and efficiency, leveling the playing field in today's dynamic business landscape.

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About SyncraTec: As a leading provider of IT services for small and medium-sized businesses, SyncraTec is committed to helping customers grow and succeed. Their team of experienced professionals offers a range of services, including Managed IT Services and Dynamics 365 CRM consulting services. SyncraTec Solutions' range of IT services allows them to assist businesses by establishing and maintaining a high level of cybersecurity to reduce business risk, while also improving employee productivity and leveraging CRM sales and marketing solutions to drive business growth.

About ClickDimensions: ClickDimensions is the technology solution for small to medium businesses (SMBs) that unifies all sales and marketing efforts and gives organizations more control over every lead. With a single unified platform, ClickDimensions helps SMBs take back control of their leads by giving them a way to reach every target, see every interaction, and connect everything together. That's why over 3,000 organizations across the globe trust ClickDimensions.

For interviews please contact:

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