



FOR IMMEDIATE RELEASE

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ContactPoint, Maker of LogMyCalls, Announces Partnership with Sale Away LLC.

Sale Away to offer call recording, tracking and scoring to Pinnacle Performance tire/auto service clients.

ST. GEORGE, Utah – June 20, 2012 – Sale Away LLC today announced a partnership with ContactPoint to integrate its new LogMyCalls performance management platform into Sale Away’s highly acclaimed Pinnacle Performance sales/customer service training program.

LogMyCalls will add call analytics and call evaluation scoring to the already highly acclaimed Pinnacle Performance Sales / Customer Service Training Program. Produced and hosted by Sale Away LLC CEO, Steve Ferrante, the program targets tire/auto service sales and management personnel and focuses on best practices, strategies and techniques to improve customer relations and produce greater sales results.

“A major part of part of Pinnacle Performance customer service training company is improving the customer interface itself, with great importance on managing customer relations on the telephone,” Sale Away CEO Steve Ferrante said. “This partnership with ContactPoint to provide call recording and scoring is going to be an extremely valuable addition to our training tools, allowing us to monitor and coach performance improvements and truly measure the success of those we train.”

“Our partnership with Sale Away is exciting for us,” ContactPoint President Jeremiah Wilson said: “LogMyCalls will allow Sale Away clients to hear themselves interact with real customers on the phone. They can keep track of individual performance, manage close rates and even improve revenue. Combining LogMyCalls with Sale Away is going to produce powerful results for businesses in the tire and automotive industry. We look forward to this partnership”

About Sale Away LLC.

Sale Away LLC. provides High-Performance Sales / Customer Service Training & Professional Development Services to small and mid-sized businesses with specialization in the tire/auto service industry. Produced and hosted by Sale Away LLC CEO, Steve Ferrante, the Pinnacle Performance program targets tire/auto service sales and management personnel and focuses on best practices, strategies and techniques to improve customer relations and produce greater sales results. For information please visit <http://saleawayllc.com/PinnacleAuto1.html>.

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About ContactPoint

ContactPoint is the world leader in marketing and sales optimitics. Their new product, LogMyCalls, provides inexpensive tools for automotive retailers seeking to optimize marketing and sales performance. These tools—phone call **tracking**, call **recording** and call **performance scoring**—allow automotive retailers to determine which training methods are effective and transform their ability to provide service and secure reservations, sales, and guest service experiences over the phone. For more information visit LogMyCalls.com or call 866-811-8880.