

Press release

For immediate release:

Serino Channel Services (Wakefield, MA) releases first product for IT Sales Channel; Channel CARMA.

Driving channel revenues and relationships within and among the vendors and channel companies of the channel can be accomplished, sustained, and measured with Channel CARMASM solutions from Serino Channel Services.

Channel CARMA is a measurable and motivational business development framework created to drive revenues and build motivated, loyal relationships among technology vendors and IT service companies and the people who manage them. It was developed by hands-on channel experts who possess a deep first-hand understanding of what it takes to be successful in the channel.

CARMA is an acronym for:

- Control of messaging and resource deployment
- Accountability assigned to people and companies
- Return On Investment
- Motivationally-based relationships
- Acceleration of new business pipelines

More information is available at www.ChannelCARMA.com and www.ChannelsMarketing.BIZ.

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