

Small Business Forum Toronto Showcases CRM Software as the Key to Success in the New Economy

On October 19, 2010, Luxor CRM will accompany over 1,500 entrepreneurs and small business owners to take part in Enterprise Toronto's Small Business Forum. Hosted at the Metro Toronto Convention Centre, the one-day event will feature noted speakers, including Leonard Brody and Mike McDerment, followed by in-depth seminar sessions and an elaborate 80-exhibitor tradeshow. The event's theme, *Making Sales in a New Economy*, suits well as the event will bring together businesses across all industries to share information, network with experts and explore innovative business development techniques.

Luxor CRM, a web-based CRM vendor, headquartered in Toronto, Canada, is enthusiastic to be hosting a booth at the event to educate and inform businesses about the power and value of CRM software in the ever-changing economy. Their fully customizable and easy to use SaaS CRM has provided businesses of all sizes with the tools needed to optimize client relationships and effectively drive sales. While at the event, Luxor CRM will be offering live demonstrations of their intuitive product and a wealth of information on how a complete CRM strategy is the key to business success.

The Small Business Forum is acclaimed as the Entrepreneurial Event-of-the-Year and Luxor CRM looks forward to contributing to its immense value.

About Luxor CRM:

Luxor CRM is one of Canada's largest web-based CRM vendors. Founded in 2000, Luxor CRM is a privately-held company, headquartered in Toronto, Canada. Over the past 10 years, Luxor CRM has acquired a noted clientele across North America and abroad and has acquired a reputation of being the most reliable and trusted CRM vendor.

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Summary:

Enterprise Toronto's Small Business Forum, acclaimed for being the Entrepreneurial Event-of-the-Year, will be showcasing Luxor CRM's web-based CRM software to small business owners and entrepreneurs across the GTA.