

DISTINCT SOFTWARE SOLUTIONS - COURSETRENDS

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PRESS RELEASE

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CourseTrends unveils the latest enhancement to its Internet marketing suite, a Customer Relationship Management (CRM) module.

AUSTIN, TX – Distinct Software Solutions (DSS), the owner of the CourseTrends brand, has unveiled a new customer relationship management module that is designed to help clients do a better job turning sales leads into revenue. This new module will be offered as part of CourseTrends' industry-leading internet marketing system, CT-IMS, and it is another key step in positioning CourseTrends as the stand-out expert in golf marketing solutions.

The new CRM module follows significant enhancements to the CourseTrends CT-IMS solution, which has already seen the industry's first multi-course management dashboard, a new mobile application and DIME, the world's first "Dynamic Intelligent Marketing Engine" for golf courses. DIME actually learns from tee time activity and makes marketing recommendations to the course operator.

The new CRM module is the next step for CT-IMS and extends its functional reach into the private and semi-private course space through membership sales management, as well as adding significant value to public courses. Some of its key features include incoming sales lead notifications, the ability to easily delegate tasks to staff, a tracker for lifetime customer interactions, and a monthly reporting of sales team progress, including wins, losses and leads that remain open.

"In any given year, the average golf course generates hundreds of leads from customers interested in memberships, banquet rentals, tournament outings, and golf lessons," said Boots Crossley, Distinct Software Solutions senior vice president of sales and customer success. "Each of these leads represents potential income. With our new customer relationship management tools, courses stand a far greater chance of making good on these opportunities."

CourseTrends is the leading online provider of golf marketing solutions, currently working with more than 3,000 clients throughout North America. CourseTrends' online marketing solutions are the golf industry's most effective way to market online, through email and on social media as well as other internet platforms.

For more information, visit www.coursetrends.com, or contact CourseTrends at 512-236-0060.

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