

**Contact: Sheldon Kralstein**  
Success Driven By Technology  
Phone 732 536 8288  
Email [skralstein@sdbt.com](mailto:skralstein@sdbt.com)  
Web: [www.sdbt.com](http://www.sdbt.com)

PO Box 460  
Morganville, NJ 07751  
Cell 732 539 1002  
Fax 443.337.2401

**Success Driven By  
Technology LLC**

# Press Release

## **Guaranteed Business Growth or You Pay Nothing!**

Success Driven By Technology, a new business consulting practice for ERP and CRM VARs and Publishers guarantees **SUCCESS.**

**New Jersey, October 7, 2002:** Sheldon Kralstein and Mark Chinsky, two highly successful VARs (Value Added Resellers) team up to form Success Driven By Technology (SDbT) with a very unique twist, guaranteed results. Mr. Kralstein and Mr. Chinsky have over 30 years experience as successful VARs. Each have built practices from the ground floor up, successfully sold their businesses, and were part of the national management teams of the Aston Group and ePartners respectively. As VARs their practices consistently achieved well over 20 percent profit with substantial year-to-year revenue growth. In today's challenged IT economy 95 percent of VARs are struggling. "In fact, most principals can earn more income on a job then they do from their own business practices", states Mr. Kralstein.

During the mid to late 1990's sales came relatively easy. Leads were plentiful from software publishers, trade shows, direct mail, and seminars. You could simply set an appointment, gather a few requirements, perform a product demo, and land a sale. Today, leads are scarce and prospects are procrastinating. Although easy to blame, the reason is not the economy or companies not investing in technology. The reason is ineffective marketing, salespeople that apply old worn out approaches to selling, unstructured or no sales methodology, the inability to uncover the prospects true pain, and the failure to present a convincing business case to move forward with a project. By employing the right sales team, sales methodology, business case analysis, and marketing a VAR or Software Publisher can achieve effective results.

"If SDbT can not achieve the desired result for our client, we have no right to expect payment", says Mr. Kralstein. We bring to the table the skills, methods, and confidence to work as a true business partner with a VAR. Partners share risk and that is exactly what we do. Chinsky states "It's very difficult to look at the big picture issues when you feel you are in a daily grind for survival. We have the experience and mindset to think out of the box without the stress of meeting next week's payroll. By bringing these fresh approaches to a client's business, we can show them how a slow economy is actually one of the best opportunities they have to position their business for growth."

**For Release 9 a.m. EDT, October 7<sup>th</sup>, 2002**