

## **COMMUNITY ANALYTICS' CEO SPEAKS AT SMEI-BALTIMORE/WASHINGTON KNOWLEDGE SESSION.**

**Myra Norton Presents on Building Relationship Capital**

BALTIMORE (January 2009) –Community Analytics' CEO Myra Norton drew record attendance when she presented at the Baltimore/Washington Sales and Marketing Executive International's (SMEI) latest knowledge session. Norton's discussion focused on how sales and marketing can use knowledge of existing networks of trust and advice-seeking to build relationship capital with their customers.

Titled, "Building Relationship Capital: The Marriage Between Sales & Marketing," Norton explained how influence networks accurately illustrate customer connections, which are often unknown to the organization. This knowledge enables sales and marketing executives to clearly understand who influences whom when it comes to making purchasing decisions. The ability to objectively quantify influence greatly assists coordination of marketing and sales efforts and focuses allocation of resources on the most impactful customers and prospects.

"While Community Analytics' approach is extremely analytical and data driven, Myra was able to make the topic easily digestible, and more importantly doable for everyone at the meeting," states Carrie Root, SMEI's Executive Director. "Because of Myra's presentation, and our members request for "more Myra!" we scheduled a follow up roundtable event which more than doubled our average roundtable attendance. "

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### **About SMEI:**

Sales & Marketing Executives International is the worldwide organization dedicated to the ethical standards, continuing professional development, knowledge sharing, mentoring students and advancing the enterprise. Since no other worldwide executive sales and marketing association exist, SMEI fills a void by providing a personal and professional community devoted to providing knowledge, growth, leadership, and connections between peers in both sales and marketing. With over 10,000 members around the world, members benefit from both the strength of an international organization and the resources that a local chapter provides through ongoing seminars, lectures and networking opportunities.

### **About Community Analytics:**

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community

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**For Immediate Release**

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Analytics helps you uncover these networks and create strategies to connect these networks with your brand.



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