

Continuity Programs Receives 3 Achievement Awards

/EINPresswire.com/ Walled Lake-based relationship marketing systems firm recognized for outstanding owner leadership and business success.

WALLED LAKE, Michigan – Continuity Programs, a leading [customer relationship marketing](#) firm, and its owner have received three awards based on business achievement and success. Local Michigan organizations recently honored the company for making big strides in a struggling economy.

The Best Small Business Award is presented by the Michigan Small Business & Technology Development Center (MI-SBTDC). Continuity Programs was one of 12 companies selected for the award from among 13,000 small businesses eligible for the honors. As a company whose owner has been active with the MI-SBTDC, the [database marketing](#) firm was chosen for the award based on its success in increasing sales, creating new employment positions and improving its business strategy. The company changed ownership in 2010 when it was bought by Kirk King, who is now President of Continuity Programs.

"It's truly an honor to be recognized in the community and by our peers for our efforts to grow our business and to give back to the community," said King.

The company has undergone significant restructuring under King's leadership, expanding its database marketing systems and creating personalized cross-media marketing solutions for service businesses internationally.

King was individually honored with two awards. The Emerging Leader Award from Wayne State University was presented based on his entrepreneurial instincts. He was also named to the "Oakland County, Michigan Elite 40 Under 40." Individuals receiving these accolades were chosen for their "success and excellence in their field and community."

About Continuity Programs: Continuity Programs (<http://www.continuityprograms.com/>) is a customer relationship marketing firm based in Michigan. It provides a variety of customizable turn-key systems including personalized direct mail and e-mail campaigns, customer satisfaction surveys, and intelligent database marketing. Continuity Programs works with clients to increase customer retention, systematically [cross-sell](#), and generate leads and referrals. Its clients come from a wide array of industries, including banking, mortgage, insurance, heating and cooling,

home performance, real estate, legal, financial planning, moving, automotive and child care.

Media Contact:

Gina Smerecki

Continuity Programs

(800) 521-0026

<http://www.continuityprograms.com>

Press release courtesy of Online PR Media: <http://bit.ly/11ahNoj>

This press release can be viewed online at: <https://www.einpresswire.com/article/146528031>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.