

PlayMaker CRM Announces PMX2: PlayMaker CRM Expo & User Conference for Post-Acute Care Companies

The sharpest minds in post-acute care are all heading to Nashville, Tenn., for PMX2, the 2015 PlayMaker CRM Expo & User Conference.

FRANKLIN, TN, USA, October 8, 2014 /EINPresswire.com/

-- This three-day energetic and informative event took the [post-acute](#) care world by storm at its debut, and its next event will continue the tradition of providing [sales](#) and marketing professionals with emerging strategies, tools and technologies to skyrocket their business growth. It also will showcase the newest features and functionality of PlayMaker CRM, the leading sales CRM software for post-acute care. [PMX2](#) will be March 16-18, 2015, at the world-class Music City Center in beautiful Downtown Nashville.



"I would put this conference on the level of a NAHC conference as far as the information I'm getting. It's not just sales. It's industry. It's sales. It's everything," said 2013 PMX attendee Joe Sgro, Chief Development Officer at Alterna-Care Home Health System.

"We are excited to be bringing top talent in post-acute care sales and marketing back to Nashville for PMX2. It is the ultimate destination for discovering the latest ways to improve business performance and speed past your competition," said John Griscavage, CEO of PlayMaker CRM. "Companies that want to remain competitive and excel in this fast-growing field won't want to miss this."

PMX2 WILL FEATURE:

- Educational sessions from renowned experts in sales and marketing who know what it takes to succeed in the post-acute care industry
- Information on the newest sales and marketing strategies and how to immediately apply them to your organization
- Dynamic PlayMaker CRM training sessions to transform your sales team and make you the leader in your market (Sessions are available for both novice and experienced users)
- And much, much more!

If you were at PMX, you know the event's speakers have not only been in the trenches and developed innovative secrets to success, but they're eager to share their knowledge with attendees. You also know that the networking opportunities you'll find at the event in Nashville and the incredible expo featuring the latest industry-specific products and services alone are worth the price of admission.

If you missed PMX before, you definitely don't want to miss out again — or you'll be sitting on the sidelines while your competitors rush the field.

TAKE IT FROM THOSE WHO WERE THERE:

"This is my first PMX conference and I'm really happy I came. My brain is spinning with new thoughts and ideas I can't wait to go home and implement," said PMX attendee Cheryl Peltekis, RN, Clinical Director at Immediate Homecare and Hospice.

"The access to the speakers has been awesome, and their message is powerful," said PMX attendee Ryan Gerlich, Regional Sales Manager at Total Home Health.

PMX2 EVENT DETAILS

What: PMX2: 2015 PlayMaker CRM Expo & User Conference

When: March 16-18, 2015

Where: Music City Center, Nashville, Tenn.

Who should attend: Post-acute care presidents, CEOs, owners, vice presidents, COOs, CFOs, CTOs, administrators, directors of sales and marketing, directors of business development, IT managers, sales representatives and marketing liaisons.

Early bird pricing is available now through December 31, 2014. Only \$179 per person for three full days! (Call for special group rates for 3 or more attendees)

To reserve your seats before they sell out, visit pmxusercon.com or call 1-866-930-6847 today.

ABOUT PLAYMAKER CRM

Founded in 2008, PlayMaker CRM is the leading cloud-based customer relationship management solution designed specifically for post-acute care companies to assist with increasing sales efficiency, growing market share and increasing profitability. PlayMaker CRM is used by hundreds of companies large and small that realize the benefits of using innovative technology to grow and stay ahead of the competition.

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