**YOUR COMPANY**

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***SATISFYD* Unveils Its Annual List of**

**The Exclusive Group of the Best Equipment Dealerships as Selected by Their Own Customers —the SATISFYD Top Dealer Award**

**COMPANY NAME Ranks Top 20 on the 2013 SATISFYD TOP Dealer Award**

**Naperville, IL, October 28, 2013** -- *SATISFYD* ranked COMPANY NAME in the Top 200 dealers on its sixth annual SATISFYD Top Dealer Award, an exclusive group of the best dealerships as selected by their own customers. The list represents those dealers who have shown a strong commitment to putting customers first.

“INSERT A QUOTE FROM YOUR PRESIDENT / CEO HERE”

As the equipment industry continues to consolidate and product differentiation continues to shrink, the standout dealers will be those with a commitment to serving the customer.

Complete results of the 2013 SATISFYD TOP Dealer Award and an interactive database can be found at http://www.satisfyd.com/resources/2013-top-dealer-awards/

"Now, more than ever, manufactures depend on high performing dealers to ensure the future of their brands. Serving the customer is also a critical factor in achieving 100% absorption rate, making the viability of your dealership more likely through down cycles.”

**CONTACT:** INCLUDE THE NAME, TELEPHONE NUMBER, AND E-MAIL ADDRESS OF THE PERSON MEDIA SHOULD CONTACT FOR ADDITIONAL INFORMATION ABOUT YOUR COMPANY

**Methodology**

Each year SATISFYD conducts customer experience surveys on behalf of over 1000 dealers from various manufacturers. We empower these dealer to listen to their customers and collect valuable feedback to drive important business decisions and improvements.

Since we are collecting this customer-based feedback, we also have a great way to help recognize the highest performing dealers. We aggregate all the data collected throughout the previous year and rank sort the highest performing dealers from the 10 regions throughout the US. This program started out recognizing only a handful of the top dealerships nationally. We received a lot feedback from dealers asking why we were not recognizing regionally. The concern was that customer buy locally and that high performing dealers should be recognized locally. [www.satisfyd.com](http://www.satisfyd.com)

**About *SATISFYD***

SATISFYD is a Naperville, IL-based CEM (Customer Experience Management) software company that works closely with equipment manufacturers and their dealers to drive growth through managed customer relationships. SATISFYD has experienced significant growth over the last 15 years. SATISFYD conducts customer research in more than 70 countries, supported by a technology platform that is translated and supported in 32 languages. [www.satisfyd.com](http://www.satisfyd.com)