**PeopleLinx Named a Social Selling Hot Vendor by Aragon Research**

PHILADELPHIA, August 13, 2015 – [**PeopleLinx**](http://peoplelinx.com) announced today that it has been named a [2015 Hot Vendor in Social Selling](http://aragonresearch.com/special-report-aragon-research-hot-vendors-for-2015-part-iii/) by [Aragon Research](https://aragonresearch.com/), a leading technology-focused research and advisory firm.

The need to leverage Social Selling as part of the digital sales process is the new way forward for sales organizations said Jim Lundy, CEO and lead analyst at Aragon Research. Lundy continued, “PeopleLinx has been winning some major deals, a reflection of both its sales focus and its Social Selling Platform that features prescriptive guidance.”

PeopleLinx was one of three companies recognized in the 2015 Hot Vendor research report.

“Connecting and engaging with prospects in today’s environment is more challenging than ever due in part to the overload of calls and emails,” the report stated. “Business leaders are continually on the hunt for new innovative products and services to help their teams engage customers and our 2015 Hot Vendors in Social Selling are making an impact and a difference.”

The recognition from Aragon further validates PeopleLinx’s standing as a leader in the digital transformation of sales, according to David DiStefano, PeopleLinx’s Chief Revenue Officer and a sales training industry veteran.

“Technology raises the bar on sales. It threatens transactional salespeople, and empowers more sophisticated salespeople who can use it to increase the value they deliver to buyers,” DiStefano said.

“PeopleLinx is driving the sales behaviors that engage buyers and add value,” DiStefano said. “Effective salespeople listen to prospects on Twitter and connect with decision-makers on LinkedIn. They research buyers, challenge thinking, and follow up. PeopleLinx makes those things happen, which is why we’re successful with enterprise sales teams.”

**About PeopleLinx**

PeopleLinx drives sales behaviors across the funnel that engage buyers for better outcomes. Our award-winning technology integrates social selling and content marketing with sales process and CRM. Customers include the Fortune 500, Big Four accounting firms, and Am Law 100. Visit us to mobilize your team on [social selling](http://peoplelinx.com).

**About Aragon Research**

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