

PeopleLinx Attracts an Additional \$3.5 Million Investment to Help Salespeople Engage Buyers Across the Sales Funnel

PHILADELPHIA, August 26, 2015 – **PeopleLinx** announced today that it has attracted an additional \$3.5 million in capital from current investors Osage Venture Partners, Greycroft Partners, and MissionOG.

The funding will be used to accelerate PeopleLinx’s development of its award-winning guided selling platform. PeopleLinx 4, scheduled for Autumn release, will integrate LinkedIn, Twitter, and Salesforce.com to help salespeople perform across all stages of the sales funnel: prospect, nurture, accelerate and close.

“PeopleLinx is transforming the way salespeople work,” said David DiStefano, PeopleLinx Chief Revenue Officer and a sales training industry veteran. “Effective salespeople listen for prospects on Twitter and connect with decision-makers on LinkedIn. They research buyers, challenge thinking, and follow up. PeopleLinx makes those things happen.”

“Sales follow-through used to depend on the rep’s diligence and the sales manager’s persistence,” DiStefano said. “PeopleLinx is changing that by bringing consistency to sales process. Our technology automatically prompts salespeople to take the actions that make them successful.”

At the top of the sales funnel, PeopleLinx prompts salespeople and other client-facing professionals to build their personal brands, share insights, and listen for buying signals on social media. Further down the funnel, PeopleLinx automatically reminds salespeople to research prospects, follow up on stalled opportunities, and challenge buyers with thought-provoking content.

“We’re excited about PeopleLinx because they’ve developed a data-driven way to improve sales behavior,” said Nate Lentz, Managing Partner at Osage Venture Partners. “They’re bringing together CRM data, social networking, and sales best practices to automatically guide each salesperson to the most effective behaviors. It’s a unique approach to a huge opportunity.”

PeopleLinx will preview PeopleLinx 4 at Dreamforce ’15 in San Francisco, September 15-18. The company will also team up with the NBA’s Sacramento Kings and other enterprise customers to show Dreamforce attendees how real-world sales and marketing organizations are using social selling to drive sales and marketing performance.

About PeopleLinx

PeopleLinx drives sales behaviors that engage buyers and advance deals. Our award-winning technology integrates social selling and content marketing with sales process and CRM. Customers include Fortune 500 leaders in high-tech, finance, manufacturing, and professional services. To mobilize your team, visit [our website](#).