

# Six Industry-Leading SaaS Companies Selected to Establish Sales 2.0 Alliance

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Six companies that provide best-in-class Sales 2.0 solutions have been chosen by [Selling Power magazine](#) Publisher and Founder, Gerhard Gschwandtner to establish the [Sales 2.0 Alliance](#).

The solutions offered by the Sales 2.0 Alliance companies enable today's sales and marketing organizations to engage more prospects, generate revenue faster, and accelerate sales velocity. The Sales 2.0 Alliance members are:

- [BigMachines](#), which accelerates the product configuration, quote, and proposal process, helping companies sell more and sell faster with 100% accuracy;
- [InsideView](#), which offers real-time sales intelligence to significantly increase sales productivity and velocity;
- [Kadient](#), which arms salespeople with CRM-based sales playbooks made up of situation-specific content, tools and coaching proven to close deals
- [Marketo](#), which delivers marketing automation, lead nurturing, and lead scoring to generate more high-quality leads and improve sales effectiveness;
- [Right90](#), which enables companies to quickly and accurately generate a trusted sales forecast to achieve higher revenue and greater margins;
- [Xactly Corporation](#), which transforms compensation management into a strategic tool that motivates sales reps.

Sales 2.0 is the use of sales practices, enabled by technology, to improve speed, collaboration, accountability and customer engagement at every stage of the revenue cycle. As Gartner Research Vice President, Michael Dunne states, "In the past, 80%\* of sales force automation investments were narrowly focused on two main areas: opportunity management (CRM) and order entry. A new generation of sales solutions is targeting a wider range of sales effectiveness challenges by automating and integrating critical business practices around lead management, sales process management and sales management."

Adds Gschwandtner, "Selecting the [right Sales 2.0 solutions](#) is an increasingly difficult challenge for today's leaders; these six innovative, award-winning companies offer best-of-breed solutions that give sales organizations a game-changing, competitive edge to create significantly improved bottom-line results."

The result for a company deploying the right mix of Sales 2.0 solutions is a more effective revenue machine that achieves sales of higher volume and value at a greater velocity. To learn more about Sales 2.0, join the Alliance for a complimentary webinar, [Strategies for Sales Success in 2010](#), on February 17 at 1:00 p.m. EST featuring Jim Dickie, Partner, [CSO Insights](#). Attendees will learn why companies embracing Sales 2.0 solutions perform at a much higher level than their peers, and how to develop a fully-optimized sales process powered by Sales 2.0. [Register](#) online for this webinar.

The Sales 2.0 Alliance companies will participate at the [Sales 2.0 Conference](#) on March 8â9, 2010, at the Four Seasons Hotel, San Francisco. [Register now to attend the Sales 2.0 Conference](#); hear live best-practice case studies from sales leaders already benefiting from solutions provided by the Sales 2.0 Alliance.

\* Gartner, Inc., "A Framework for Evaluating Sales Force Automation Application Functionality" 30 January 2009

### **About the Sales 2.0 Alliance**

The Sales 2.0 Alliance consists of six companies â BigMachines, InsideView, Kadiant, Marketo, Right90, and Xactly Corporation. Each company provides a best-in-class Sales 2.0 solution that helps sales leaders engage more prospects, generate revenue faster, and achieve quicker ROI while accelerating overall business results. More information about the Sales 2.0 Alliance can be found at [www.sales20alliance.com](http://www.sales20alliance.com).

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