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FollowUp.cc Sales Tool Integrates with Salesforce.com; Gains Investment and Advising from Xenon

Relationship Acceleration Solution Helps Sales Close Deals, Get Results, Make Money

Santa Barbara, CA, May 28, 2015 –FollowUp.cc, the relationship acceleration solution for salespeople, today announced its integration with Salesforce.com. The seven year old company also announced investment from Xenon Venture Equity, a hands-on owner of SaaS businesses that invests to accelerate growth. The company has tripled in size since this investment and its productivity features are well positioned to take the static data that resides in CRM databases and make it actionable for proven results: closed deals.

“CRM tasks and reminders are sound in theory but, because they add another step and are removed from email, makes them difficult to update and easy to ignore,” said James Drake, 8tracks Director of Sales. “Having emails bounce back at certain days and times with FollowUp allows me to manage workflow and stay on top of deliverables frictionlessly.”

FollowUp.cc is a unique platform for sales teams that focuses on people and relationships, not data entry or auditing. Through simple triggers and reminders, FollowUp.cc takes your static CRM contact files, and gives you guidance on when to interact with whom, at just the right time, in just the right ways, to close a deal.

“Over the years interacting with our happy customers, we realized FollowUp.cc is more than an email reminder service or a productivity tool,” said Suzanne Cohen, CEO, Followup.cc. “FollowUp.cc is an end of funnel solution to bridge the gap between a lead and a customer. A salesperson’s best efforts are spent fostering relationships that are already made, not spamming thousands of contacts hoping for a reply. FollowUp.cc users understand the value of building a strong relationship with a lead to close a deal. One user told us FollowUp.cc literally saved his company, with one deal he did not give up on. That is enormous business validation.”

FollowUp.cc has hundreds of thousands of users, especially in industries like insurance, wealth management and real estate where agents rely on Followup.cc as a pipeline acceleration tool. For Google Apps and Gmail users, clean, simple integration with other business tools, like Evernote, Dropbox, and now Salesforce.com, lets you use your inbox to schedule, remind and sell.

Users can set reminders in email, even recurring reminders to touch base with a customer or prospect on a regular basis. You can also set reminders for alerts on important dates and schedule emails. FollowUp.cc’s Open Tracking lets you know who opened your email and when so you can follow up with that contact promptly, while you are already on their mind.

“FollowUp.cc is so much more than an email productivity tool and we are thrilled they are focusing in on the sales people who rely on it so much already,” said Ed Byrne, Xenon Ventures founder and serial technology executive with multiple exits. “CRM solutions like SFDC have become barriers to business, FollowUp.cc has found a way to easily, simply help sales people focus on the relationships, the people that turn into their customers.”

About Xenon Venture Equity:

Xenon Venture Equity is a hands-on owner of SaaS businesses that invests to accelerate growth. Xenon makes controlling investments and provides leadership and operational resources. Xenon’s current portfolio includes companies like FilePicker.com, GetCloudApp.com and FollowUp.cc. For more information, see <http://xenon.io>.

About FollowUp.cc

Founded in 2008, privately-held FollowUp.cc is a relationship acceleration solution that helps salespeople close deals, get results and make money. This easy to use sales tool takes the static data that resides in CRM databases and makes it actionable for sales via simple triggers and reminders. FollowUp.cc is used daily by over 300,000 loyal sales teams, especially in industries like real estate and insurance, who are able to focus on the people that turn into customers. With FollowUp.cc, forge stronger sales relationships, right from your inbox. Team plans and more are available at www.FollowUp.cc.