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**InfoMentis Launches Dealmaker® Pulse – Intelligent Social Networking for Sales**  
*Combines proven sales methodology and smart technology to post critical deal alerts and updates on sales opportunities and accounts*

**ATLANTA, GEORGIA – June 24, 2010** – InfoMentis, Inc., an Atlanta-based global consulting and performance improvement company announced the launch of Dealmaker® Pulse, which provides intelligent social networking for sales, with instant objective deal alerts. Pulse lets you keep your ‘finger on the pulse’ of critical sales events and customer sentiment by following sales opportunities and accounts, and integrating social network feeds from Twitter and LinkedIn. Pulse is available as part of the Dealmaker Sales Performance Automation platform.

Dealmaker®Pulse improves knowledge and collaboration across sales teams. With permission, anyone can follow any sales opportunity, account or user and Pulse advises them, in real-time, of what’s changing. Pulse allows sales people and management to interact with each other around deals and accounts, using the familiar metaphor of popular micro-blogging technologies like Twitter.

Additionally, since Pulse is based on the Dealmaker®Sales Performance Automation platform, it benefits from the InfoMentis sales methodology, and the automated sales process coaching that Dealmaker provides. For the first time, business-to-business sales organizations are provided with informed, instant, objective deal alerts as part of their social networking conversations. This automated, high-value content generation is unique, and ensures that these notifications are relevant, timely, and benefit from sales best practices. Moreover, since Pulse brings the information to you, it dramatically reduces surprises that plague sales management when the status of important deals suddenly changes.

“Dealmaker®Pulse leverages the power of social networking by proactively tracking and updating sales teams with real-time details related to every account and opportunity,” said Wendy Reed, CEO for InfoMentis. “This addresses a huge communications gap that exists within most sales teams.”

Dealmaker®Pulse can be integrated with CRM systems from Salesforce.com, Oracle, Microsoft, and SAP. For Salesforce.com Chatter users, Pulse complements Chatter adding intelligence with objective deal alerts informed by sales methodology and deal progress.

“Dealmaker®Pulse will dramatically improve the way sales teams share information and best practices,” said Jim Ninivaggi, research analyst at SiriusDecisions. “What is most exciting is how Pulse can automatically provide real-time insights to the salesperson and their manager based on intelligence it gathers from Dealmaker. For the salesperson, Pulse delivers real-time expertise to help guide them through their deals. For managers, Pulse proactively alerts them to changes in the deals across their field force, allowing them to provide coaching at the point that it is needed. This combination of machine and human intelligence and coaching will no doubt have the ability to fundamentally boost sales performance across the enterprise.”

Dealmaker®Pulse is available now from InfoMentis, Inc. as part of the company’s Dealmaker 7.0 offering. For more information, visit [www.infomentis.com](http://www.infomentis.com).



### **About InfoMentis**

InfoMentis is a global consulting and performance improvement company. InfoMentis teaches clients how to more effectively attract and retain customers. Their configurable courseware, eLearning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management who may have contact with customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams.

Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 67 countries on 6 continents.