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Subject **SocialSalesMap® launches Special Edition for Startups**

SocialSalesMap, a user-friendly, yet powerful software service to manage and enhance relationship networks, launched a new edition dedicated to Startup businesses. As of today, Startups can accelerate their growth by engaging customers, business partners or investors more effectively.

### Why?

“Originally designed to the needs of medium and large enterprises, we realized that also every Startup has to develop target accounts and win strategic sales opportunities. For most startups, strategic relationship management and effective collaboration are key success factors.” says Andreas Uthmann, founder of Blueconomics. “By using SocialSalesMap, Startups cannot just greatly benefit from enhanced sales effectiveness, but also ensure to invest their limited time and resources wisely.”

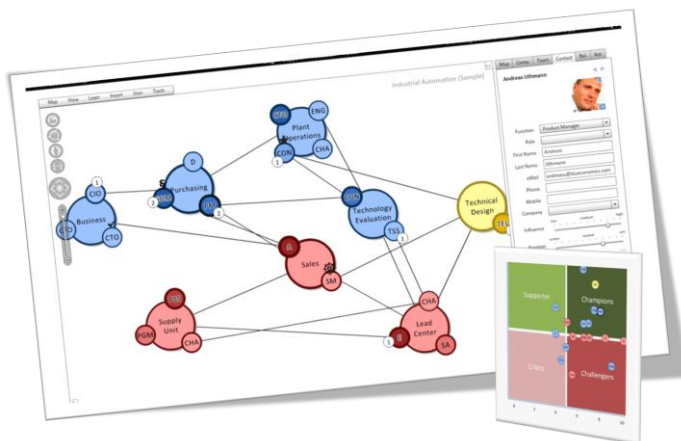


Figure1: SocialSalesMap® in Action

### How?

All companies younger than 3 years since incorporation are eligible to benefit from an 80% discount in the first year, i.e. starting as low as 2,99€ per user/month. Registration can be simply done online at [www.socialsalesmap.com](http://www.socialsalesmap.com). Additionally, 30days free testing are provided. To make use of this offer, Startups can simply enter “startup” in the coupon field during subscription.

### What's new?

There are a number of new features available to support Startups in managing and enhancing their networks more effectively than ever before. The enhanced visualization and checklist will help new users to intuitively use and enjoy the service. The smooth integration to LinkedIn, Facebook and Xing enables to identify decision-makers and “bridges” directly from the SocialSalesMap. To avoid re-entry of data, contacts can now be exported from

Outlook into SocialSalesMap. And a graphical timeline ensures that no critical action gets lost. The next release is planned for end of September.

**Blueconomics. Empowering B2B Relationships.** ([www.blueconomics.com](http://www.blueconomics.com))

Founded in 2010, Blueconomics supports companies to increase sales and marketing effectiveness by leveraging the power of collaboration, social networks and customer relationship management (CRM).

**Win.Grow.SocialSalesMap®** ([www.blueconomics.info/socialsalesmap](http://www.blueconomics.info/socialsalesmap))

SocialSalesMap® is an innovative software service helping sales teams to win by applying social network visualization, social network integration and social network analysis to complex B2B sales. The development has been co-sponsored by the Commission of Technology and Innovation (CTI) of the Swiss Federal Department of Economic Affairs (FDEA).