

# ForceManager Acquires Italian Startup Sellf | FinSMEs

finsmes.com (<http://www.finsmes.com/2018/09/forcemanager-acquires-italian-startup-sellf.html>) · by FinSMEs · September 19, 2018

**ForceManager** (<https://www.forcemanager.com/>), a Barcelona, Spain-based provider of a sales management software solutions, acquired Sellf, a Roncade, Treviso, Italy-based CRM Mobile startup.

The amount of the deal was not disclosed.

Founded in 2013 and led by CEO Diego Pizzocarò, Sellf provide a dynamic tool that motivates field sales reps to aspire, achieve and surpass their quarterly sales targets.

The solution leverages gamification to provide customers with a tool to help coach and motivate their field sales teams.

The acquisition aims to create an innovative personal sales assistant which integrates Sellf's gamification features – like sales campaigns, badges and advanced goal management – with ForceManager's AI capabilities.

The deal also enables ForceManager to enlarge their presence in Italy further expand internationally thanks to its presence in 36 countries and a global team of over 150 people.

Founded in 2011 and led by Oscar Macia, ForceManager provides sales management software for field sales teams, to facilitate their work and offer visibility of what goes on in the field. The company signed a strategic partnership with Apple in 2016, launched its own voice-activated AI with IBM Watson in 2017, and **closed a \$12m series B funding round**

**(<http://www.finsmes.com/2017/12/forcemanager-raises-12m-in-series-b-funding.html>)** led by AXA Venture Partners to invest in new product technology and international expansion in December 2017.

ForceManager now has offices in the UK, Spain, Colombia and Mexico.

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