

ForceManager Acquires Gamification Programming Company Sellf

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ForceManager, which is a startup based out of a Barcelona, Spain and is the largest producer of based provider of a sales management software solutions, has now revealed in a report that they have acquired Sellf, which is a Roncade, Treviso, Italy-based CRM Mobile startup.

The amount of the deal was not disclosed by the company officials. The startup which was founded in the year 2013 and led by CEO Diego Pizzocaro, 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 according to the requirement.

The acquisition aims to create an innovative personal sales assistant which integrates Sellf's gamification features which includes like sales campaigns, badges and advanced goal management – with ForceManager's AI capabilities. The deal also going to enable ForceManager to enlarge their presence in Italy further expand across the globe thanks to its presence in around more than 36 countries and a global team of more than 150 people.

CEO and co-founder of ForceManager, Oscar Macia, said: "We are thrilled to announce that we are joining forces with Sellf and its thousands of users across Europe to create a revolutionary product by combining our AI technology with their gamification model.



"This is a major milestone for ForceManager and will mean that we can, ultimately, offer our clients across the U.K. and worldwide the best technology to digitise sales operations in the field."

Founded in the year 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 the year 2017, and closed a \$12m series B funding round led by AXA Venture Partners to invest in new product technology and some of the more international expansion in December 2017.