



## **SALESCONX LAUNCHES FIRST BUSINESS REFERRAL MARKETPLACE TO OFFER PROFITABLE ONLINE NETWORKING**

New York, NY -- January 22, 2008 -- Salesconx (<http://www.salesconx.com>), the first business referral marketplace to offer profitable online networking to its users, launches Salesconx in BETA this week. More than 1,000 active users have already signed up for the free service and more than 400 business transactions have been completed by members. The beta launch is accessible via webcast today from the Salesconx home page at <http://www.salesconx.com> and available for replay by contacting [aminaglia@technologypr.com](mailto:aminaglia@technologypr.com).

Unlike other online business and social networking sites, Salesconx offers “the benefits of social networking,” combined with “monetization opportunities” for the user. Salesconx allows businesses, marketers and sales pros to buy viable sales leads through facilitated introductions and monetize their own established contacts by making trusted referrals to decision makers in non-competing industries.

Salesconx CEO Evan Sohn attributes Salesconx early stage growth to helping sellers get their foot in the door with otherwise inaccessible decision makers, leveraging and monetizing their human capital. He added, "Professional salespeople know that business is built and grown based on trusted relationships. Beyond CRM software tools, Salesconx is the first online resource designed for the entire sales value chain -- the rep, the customer and colleagues. Salesconx make sales, marketing and small business professionals more competitive by leveraging the human capital or trusted relationships that its experienced members have with decision makers in numerous industries."

According to U.S. Census bureau, more than 26 million small businesses and 14 million sales professionals in the U.S.—2.5 million of them independent reps—face the daily grind of generating quality leads in a hyper-competitive environment. Time is of the essence and trust is at a premium. Keith Rosen, Author of the best-selling 'Coaching Salespeople into Sales Champions', commented: “One wish every salesperson shares is to be formally introduced to the person who makes that influential purchasing decision rather than spend hours researching and prospecting. Salesconx makes that wish come true by qualifying each member, monetizing each person's social capital and leveraging every relationship."

Joshua Pivovitsch, Partner at New Day Interactive, a full service design, development, and marketing firm, is using Salesconx to drive business. According to Josh, “Previously, we relied on our limited network of contacts to grow our business. Since we’ve joined, there’s a broad, quality pool of salespeople and suppliers giving us greater exposure to grow our company.”

### **How Salesconx works:**

Say you’re a regional territory manager with three years or more experience, looking to expand your client base. Your numerous cold calls have not been successful. You join Salesconx <http://www.salesconx.com> for free, list the sales leads you need and offer \$100 for introductions to your target customer base. Or, you can offer others referrals to your established contacts. “Warm introductions” provide a facilitated email introduction between the contact provider, the lead-seeker and the contact. Salesconx members must have at least three years sales or business experience and are interviewed by the firm’s inside sales team, making members confident in the value of their introductions.

### **About Salesconx**

Salesconx, Inc., <http://www.salesconx.com>, provides technology and services to support a marketplace for business referrals. Launched in September of 2007, Salesconx' platform for qualified introductions and pay-for-performance deal generation has helped businesses and selling professional across the country drive more business, adding more clients and customers in a broad range of industries and disciplines. Salesconx network of small businesses, selling professionals and marketers is quickly growing. These selling experts who have relationships with decision-makers across numerous industries include financial services, banking, computer services, real estate and marketing services. For more information about Salesconx, please visit <http://www.salesconx.com>.

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