

# News Release

## Inflexion-Point and Membrain Collaborate to Facilitate Value Selling

London and Stockholm, 30-May-2017

Makers of the global sales effectiveness platform, Membrain, today announced a joint offering with Inflexion-Point Strategy Partners. The new solution provides a pre-configured framework for Membrain incorporating the core principles of Inflexion-Point's Value Selling System®, including proven best practices to create and capture value at each stage of the sales process. The framework can be implemented natively within Membrain's sales effectiveness platform, or directly integrated into the user's existing Salesforce instance.

"Inflexion-Point's value selling experience and expertise are a great match for Membrain's vision of improving sales effectiveness," says George Brontén, CEO of Membrain. "Pre-configuring Bob Apollo's Value Selling System with our software makes it easy for users to adopt the principles of value selling as the basis for their sales effectiveness solution."

"Membrain offers the perfect platform to support our value selling approach," says Bob Apollo, founder of Inflexion-Point. "It helps to ensure that every member of our customer's sales teams - from the most experienced veteran to the latest new hire - are universally adopting proven best practices and winning habits, and have easy access to the information they need to make smart decisions at every point in the sales process".

Customers have the option to use the framework out of the box, or work with Inflexion-Point to customise it and develop their unique playbooks. This partnership represents the latest step in Membrain's ongoing mission to make sales effectiveness more achievable and accessible for sales organizations.

### About Membrain

With clients in over 60 countries, Membrain is the #1 sales effectiveness platform for teams working with complex sales. Membrain makes it easy for teams to execute their sales strategy and achieve consistent sales performance. The software provides just-in-time guidance through the sales process, while enabling sales leaders to coach their team to a higher level. It permits organizations to continually optimize sales execution and elevate salespeople for competitive advantage. Membrain has won multiple awards, including Top Sales Awards and is ranked as a Top Performer by [G2Crowd](https://www.g2crowd.com/). For more information, visit [www.membrain.com](http://www.membrain.com).

## **About Inflexion-Point Strategy Partners**

Incorporating the latest research into B2B buying behaviour, Inflexion-Point's Value Selling System® is designed to support ambitious growth-focused sales organisations that have to master complex buying environments. The system equips and enables every member of their sales team to progressively create and capture uniquely relevant value in every customer interaction. For more information, visit [www.inflexion-point.com](http://www.inflexion-point.com).

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