

# Sacramento sales technology company gets \$5 million in local funding

Mark Anderson | Staff Writer | Sacramento Business Journal

A Sacramento sales technology company has raised \$5 million in an equity round from Roseville investment company DCA Capital Partners.

DialSource Inc. will use the money to build an executive management team and expand sales and marketing, said Joshua Tillman, CEO of DialSource. The company currently

DialSource develops and deploys sales automation software to help customers more efficiently make outbound sales calls and receive inbound customer service calls.



The company has begun its marketing outreach, recently hiring Stephen Leopold as its vice president of sales. Leopold was previously vice president of ticket sales with the Sacramento Kings for more than six years.

DCA has been meeting with DialSource for about a year, said Steve Mills, managing member of DCA Capital Partners II LP, the fund investing in DialSource. Mills will join the company's board of directors.

"They are at a real inflection point," Mills said.

Aside from hiring the new head of sales, DialSource also recently put out its third version of its product. The company is now prepared to move aggressively to expand sales, Mills said.

"They are local and they are interested in being local," Mills said. "It's important for us to support local businesses, and it's a great opportunity for us to be the first institutional investor."

DialSource's offices are on the same floor in the same office building with the Sacramento Kings. The basketball team is also a customer.

DialSource was founded in 2005, based on a student project Tillman did when he was attending the University of California Davis.

The Sacramento Kings use DialSource's predictive dialing analytic tool, which makes each Kings sales marketing employee eight to 10 times more efficient, said Phil Horn, head of ticket sales with team.

DialSource can be integrated with Salesforce and Microsoft Dynamics, the ubiquitous sales software systems.

On inbound service calls, the system identifies customers and brings up their account files. And during the call, the operator works on a customer relationship management checklist, which then can automate all the response actions, Tillman said.

DialSource has several sports teams as customers and some financial institutions that Tillman declined to name. Its named customers include the American Diabetes Association, Hearst Media, the Sacramento Kings, communication technology company Polycom Inc. and Stanford University's athletics program.

DialSource makes money by charging a seat fee of \$115 to \$155 per month plus a per-minute use fee of a couple of cents.