



SalesRight Closes \$925,000 Pre-Seed Round co-led by Concrete Ventures and Island Capital Partners

FOR IMMEDIATE RELEASE

MARCH 24, 2020

HALIFAX -- SalesRight has raised \$600,000 in its pre-seed round co-led by Concrete Ventures and Island Capital Partners. The funding brings SalesRight's total raised since 2018 to \$925,000.

SalesRight is an interactive quote delivery software that streamlines sales processes for SaaS teams. The software's Interactive Live Quotes support the development and delivery of multiple SaaS pricing models, while providing real-time analytics on deal status. Users report increased conversion rates and reduced time spent per opportunity when using SalesRight. SalesRight employs talent from across the country, basing its headquarters out of Atlantic Canada's premier innovation hub Volta, with remote team members based in Prince Edward Island and Ontario.

Patrick Hankinson of Concrete Ventures says "As businesses grow in complexity, often times so does their pricing. Any time your team is unable to easily communicate your pricing, you effectively slow down your sales process and sometimes even put deals at risk of not closing. SalesRight makes it easy to communicate even the most challenging pricing structures."

Stefanie Corbett of Island Capital Partners says "The SalesRight team has an exciting vision for the product, and the experience necessary to quickly action their growth. We're pleased to support SalesRight as they enter this next phase of expansion."

CEO Bill Wilson notes this funding will support the momentum SalesRight has built in their first year. "We've built a solution that drastically reduces the time investment necessary to close deals. It's not only meeting the needs of high-velocity SaaS sales teams, it's ushering in a new era of how sales are pursued and closed. We're pleased to have this vision supported by Concrete Ventures and Island Capital Partners."

The funds will be used to support SalesRight's next phase of product enhancements, which includes providing public pricing for marketing teams and expanding offerings that support the needs of high-velocity SaaS sales teams.

About [SalesRight](#)

SalesRight is an interactive quote delivery software that helps SaaS sales teams close deals faster. The software streamlines sales processes for SaaS teams by accelerating the quote creation, delivery and close process. SalesRight launched in March 2019 and is a resident company at Volta, Atlantic Canada's premier innovation hub.

About [Concrete Ventures](#)

Concrete Ventures is a founder-led venture capital firm focused on pre-seed financing for Atlantic Canadian high-growth companies based in Halifax, Nova Scotia. Concrete Ventures finds great ideas and founders in Atlantic Canada that are ready to build massively scalable businesses and work with them to grow their businesses.

About [Island Capital Partners](#)

Island Capital Partners (ICP) is a Venture Capital investment fund, established in 2017 and aimed at investing in high growth potential, early stage Prince Edward Island Start-Up companies. Island Capital Partners leverages both private and public funds and, most importantly, is also actively involved in mentoring and advising companies in which it invests.

Media Contact

Liz Duff
Public Relations and Content Marketing Specialist
SalesRight
elizabeth.duff@salesright.co
(902) 338-1777