

Seismic Acquires Lessonly, Delivering to Customers the World's Most Powerful, Comprehensive Sales Enablement Platform

In conjunction with the acquisition, Seismic closed a \$170 million Series G funding round led by Permira; Seismic now valued at approximately \$3 billion

SAN DIEGO (August 16, 2021) — [Seismic](#), the global leader in sales enablement, today announced it has acquired [Lessonly](#), the training, coaching, and enablement solution, to deliver the world's most powerful and comprehensive sales enablement platform. In conjunction with this acquisition, Seismic also announced the close of its Series G funding round of \$170 million, led by Permira with participation from JMI Equity, Lightspeed Venture Partners, Jackson Square Ventures, Ameriprise, and funds and accounts advised by T. Rowe Price Associates, Inc. The latest funding brings Seismic's valuation to \$3 billion and will be used to continue expanding Seismic's platform, R&D, and global footprint.

With the acquisition of Lessonly, the Seismic platform now provides a seamless seller experience where sellers can quickly and easily access sales and marketing content alongside learning programs, practice scenarios, and coaching plans in one central location. This combined solution will play an instrumental role enabling teams to increase productivity, consistently beat quota, and build long-lasting relationships with customers.

"Over the past few years, Lessonly has become a close strategic partner and we have forged strong ties across our teams, complementary capabilities, and joint customers," said Doug Winter, co-founder and CEO, Seismic. "Together, we are a stronger and smarter sales enablement platform — the only one that gives sales leaders the confidence they'll hit their numbers, and ensures all sellers are able to engage with customers in the most effective way possible throughout their buyers' journeys."

Along with a unified seller experience, leaders can take advantage of the new combined data and analytics capabilities to track lesson usage, analyze training trends, and identify the content leveraged by top performers to close the most deals.

"We are delighted to join Seismic," said Max Yoder, CEO, Lessonly, and author of *Do Better Work*. "During the past decade at Lessonly, we have focused on building a training, coaching, and enablement solution that brings out the very best in people and helps them deliver inspired work. In partnership with Seismic, we look forward to transforming the entire enablement industry. Our respective teams and customers are going to see big gains as a result of this deal, as will the city of Indianapolis."

More than 1,200 companies rely on Lessonly to deliver meaningful training, coaching and enablement. Lessonly is highly regarded by industry analysts and customers, and was recently named a Leader in several G2 Grid Reports for Summer 2021, including Sales Training and Onboarding, Sales Coaching, Corporate Learning Management Systems, and Course Authoring Software. Since its founding in 2012, the Indianapolis-based company has served nearly four million learners worldwide.

"The ultimate goal of delivering effective sales enablement through competence, confidence, and content is within closer reach when organizations effectively leverage the full functionality of both content and readiness technology within a single environment," said Peter Ostrow, VP/Research Director with SiriusDecisions. "Best-of-breed enablement leaders recognize the natural tension between the desire for continuous learning, and the challenge of delivering it amid the endless noise of internal

communications. So, when they're able to distill readiness exercises into accessible and well-timed deliverables, the chances of 'sticky' learning, better coaching, and insights-driven productivity gains are improved."

"After using the Lessonly integration in Seismic, 99.5% of our sellers reported feeling more prepared to sell in a virtual environment. We've taken hours of training content and delivered it to sellers through powerful, bite-sized lessons woven directly into our Seismic toolkit pages, readying our sellers with everything they need in one central location," said Megan Friedrich, Director of Sales Readiness, Deluxe. "By hosting our training content in Seismic, sales leadership also has access to an extra layer of insights to measure the effectiveness of customer engagements. We can't wait to see how this deal will expand and enhance our seller readiness and, ultimately, our customer experience."

For more information about Seismic's acquisition of Lessonly, visit [Seismic's Blog](#).