



Anatomy of lost sales

- Percentage of time the average sales rep spends selling: **47%**
- Amount they spend doing administrative tasks: **39%**
- Percentage of trade show leads that are never followed up: **80%**
- Percentage of qualified telemarketing leads that have only marginal follow-up: **40%**
- Percentage that are never even called: **50%**

LeadMaster Lead Management Means Never Losing a Lead Again

The success of your business depends on driving sales revenue. But the process between lead generation and closing sales can be filled with issues where leads fall through the cracks and aren't followed up by the sales team. Not only are those sales lost, but also marketing dollars are wasted.

The LeadMaster web-based sales and marketing system, tracks leads in real time throughout the sales cycle, from demand generation to lead closure. It pinpoints where leads are quickly converting into revenue – and where they're not – to improve future decision-making. The easy-to-use cloud computing application integrates sales and marketing efforts across the enterprise, including business partners, call center representatives and the sales channel.

LeadMaster Lead Tracking Ensures Timely Lead Follow-up

As leads are entered into the system, they are automatically assigned to reps and partners, with email notifications to alert them to the new opportunities.

As leads are followed up, a journal of sales activity is maintained for each opportunity, with areas for reps to provide valuable feedback, set callback reminders and more. Managers can track the progress of every lead and evaluate user activity, introducing increased accountability and transparency into the sales process.

Real-world benefits with LeadMaster's Intuitive, Easy-to-use Sales Force Automation and Customer Relationship Management

Designed so most tasks are just 2 clicks away!

- Basic tasks are automated, reducing time-consuming paperwork and shortening the sales cycle.
- Customer profiling allows sales teams to identify the most qualified prospects, improving customer interactions and resulting in higher close ratios.
- Forecast and pipeline reports support individual and team planning, goal setting and evaluation.
- Built-in reminders ensure action items are followed up.
- Real-time lead tracking and reporting allows marketing to see what's working best so that messages can be refined accordingly.
- Data mining tools target the best market for future programs.
- Automated workflow using customized business rules improves efficiency & productivity.
- Automated lead nurturing and drip marketing keeps customers up-to-date until they're ready to buy.



Start with intuitive, easy-to-use Lead Management Software.

Add seasoned CRM Experts to help you with implementation.

Result: Fewer lost leads and more closed business with LeadMaster on-demand CRM.

LeadMaster Lead Integration

Consolidates Leads From ALL Lead Sources

Leads are stored in a variety of places – spreadsheets, email, individual databases etc., - so nobody is quite sure who has followed up on which lead or which campaign has generated the best results. It can take days to get a good sales forecast and even then, it's hard to tell if it's accurate.

LeadMaster solves those problems and more. LeadMaster's unique FlexForm™ technology captures data from a variety of sources: landing pages, call center, direct mail, webinar registrations, sales lead vendors and more. Leads flow directly into the system in real time and are fully indexed for robust search capability.

Consolidate Your Leads





Pays for itself

- Lead Management
- Lead Tracking
- Lead Integration
- Sales Force Automation
- Customer Relationship Management
- Marketing Automation

LeadMaster Marketing Automation Including Robust Analysis and Reporting

Tracking leads and opportunities is only part of the equation in a successful sales and marketing strategy. These efforts mean little if you don't have the tools to measure the results.

By providing intuitive data mining and reporting tools, our system allows you to quickly analyze your data. Find out instantly which leads are being followed up (and which are not). Determine which campaigns are generating the most qualified leads and closed sales to help pinpoint the most profitable programs. Generate a wide variety of reports, including sales forecasts, and email them to other team members. Download highly targeted mailing lists of decision-makers for seminars and direct mail campaigns.

All the pieces of the puzzle are right at your fingertips –just point and click.

The LeadMaster Difference You're not alone

The LeadMaster application is delivered through a network of CRM consultants. Many online CRM/SFA/Lead Management solutions take "people" right out of the picture by offering nothing more than cloud-computing software.

With LeadMaster you get more than just great software, you also get personal guidance from our CRM experts. They're with you from start to finish solving all your challenges: lead management, lead generation, lead capture, database integration, lead distribution, long-term lead nurturing and lead incubation strategies, as well as ROI analytics and more.

So whether you're new to online sales automation or you're a defector from another lead management - sales force automation service, you'll like how our personal approach makes your job easier.

LeadMaster Cloud-Computing Software as a Service

Developing and/or deploying an application can be an expensive proposition that takes a significant investment of time and resources. The LeadMaster application is delivered through a subscription-based cloud-computing model. Eliminating local servers, network hardware, software, consultants and data center staff means significant cost savings. All you need to use the system is a web browser. For an affordable monthly fee you can be up and running in hours.

LeadMaster is also available as a private label solution so that you can make it your own.

Find out more about LeadMaster

To find out how LeadMaster can help you build your business, please visit us at <http://www.leadmaster.com> or call us at 800-699-4164.