LEADMASTER LEAD-XPRESS

The cutting-edge solution that drastically lowers CRM costs while providing world-class functionality.

Introducing Lead-Xpress

New features and a new pricing model designed to drastically reduce cloud computing CRM costs.

Lead-Xpress is an industry first in providing rock bottom prices coupled with crucial Lead Management / CRM / Sales Force Automation features necessary for growing and sustaining a business.

LeadMaster, a leading innovator of affordable, world-class CRM, is proud to present the next generation in sales lead management, Lead-Xpress.

Save Money!

Typical cloud-based CRMs subscriptions cost between $65 and $125 per user per month.

Some charge $50 per month for mobile access.

One vendor even has a version for $250 per month.

Lead-Xpress subscriptions start at **$10 per user.**

Average Annual Savings with Lead-Xpress For 100 Salesforce.com® Professional Users

	Professional	Lead-Xpress
License Cost per Rep per Month	$65	$5
Total Monthly Cost 100 Users	$6,500	$500
Total Annual Cost 100 Users	$78,000	$6,000

Net Annual Savings of $72,000 with Lead-Xpress

Lead-Xpress is LeadMaster's most cutting-edge tool that provides crucial CRM / Lead Management / Sales Force Automation features at the lowest prices in the industry. So if you work with a distributed workforce and/or channel partners, or if you'd like to reduce time and save money on CRM software, managing leads, tracking ROI, etc., keep reading.

As companies expand beyond the reaches of the office to work with partners, distributors and sales agents, tracking leads becomes increasingly difficult. The advent of cloud-based CRM helped to eliminate some inefficiency; however, companies working with an indirect sales channel still have a tough time affording these solutions for use across all sales channels.

In 2010, this industry-wide issue of affordability and efficiency became LeadMaster's major focus as it continued to innovate to provide their clients with the necessary tools to deal with today's ever-changing business climate.

At last the solution is here. Lead-Xpress – a simple, cloud-based solution for a business with multiple sales channels available at rock-bottom prices.

LEADMASTER LEAD-XPRESS

Managers can send field agents leads through LeadMaster with just 2-3 clicks.

Or, distribute leads automatically through workflow automation to specified sales territories or via round robin assignment.

Lead-Xpress enables managers to send leads and request updates via email with just a few clicks. Reps then receive an email along with a simple lead form that takes seconds to update.

The benefits?

The simple lead form requires absolutely no training, and the reps can make updates from any Internet browser, including an Internet-enabled cell phone.

Directly requesting lead updates via email results in more current and accurate data. With precise data, sales analytics and forecasts become much more reliable. Plus, with the system doing the work of tracking and distributing leads for them, managers have more time to devote to generating revenue.

What's more, companies can even choose the pricing plan that most suits their financial and business needs.

So companies that work with large numbers of leads can choose to pay per Xpress user between $4 and $10 a month. But, for companies that work with a wide variety of reps – where each rep may only get a handful of leads per quarter – $1.65 and $2 per request is all it costs to take advantage of Lead-Xpress.

Compare that with paying $65 to $250 per month for every user with a traditional cloud computing CRM solution, and you can see that companies can easily save *90 percent* of their cloud computing CRM costs for every Xpress user.

With Lead-Xpress, you don't have to give up the vital Lead Management CRM features your business needs just to lower costs. You can continue to retrieve superb sales analytics, measure the productivity of all your reps, agents and partners, and access lead nurturing and more, while paying the bare minimum. With Lead-Xpress, you can truly have your cake, and eat it too.

Is Lead-Xpress right for you?

- Do you have a large sales force?
- Do you spend more than 5 minutes training your sales reps on your current Lead Management CRM solution?
- Do you want a simple method to distribute and track leads without paying for a high-priced web-based CRM license?
- Do you sell indirectly through sales agents, resellers, dealers, distributors or business partners?
- Do you provide sales leads?
- Do you track your sales leads?
- Is your sales team reluctant to use your current CRM solution?

If you answered yes to any of these questions, you need Lead-Xpress.

Below is a cost comparison for a company with 100 sales reps using Lead-Xpress.

Average Annual Savings with Lead-Xpress For 100 Salesforce.com® Enterprise Users

	Enterprise	Lead-Xpress
License Cost per Rep per Month	$125	$5
Total Monthly Cost 100 Users	$12,500	$500
Total Annual Cost 100 Users	$150,000	$6,000

Net Annual Savings of $144,000 with Lead-Xpress

Lead-Xpress click-action checkboxes allow users to accomplish multiple tasks with a single click of the mouse.

The annual savings are **96%**. Additionally, Salesforce® requires customers to sign a long-term contract, some as long as 3 years.

In contrast, Lead-Xpress requires no long-term contracts. The number of users can be reduced or expanded at any time.

So, over the course of three years, Lead-Xpress would result in a **savings of $432,000.** Likewise, one thousand users would result in a 3-year savings of more than $4.3 million.

Lead-Xpress Update Features

In addition to the sales rep receiving the standard contact information for the customer or prospect: name, phone, address, email, website etc., the rep can **update records via email or web link.** All of these fields are **customizable:**

For example:

- *Send an email to the prospect.*

- *Schedule a callback.*

- *Add the prospect to a lead nurturing track.*

- *Add a note to the file.*

- *Assign the record to a co-worker.*

- *Send a text message.*

Lead Status	✓
Sales Stage	✓
Forecast Date	✓
Probability	✓
Lead Value	✓
Sales Comments	✓
Customizable Forms	✓
Custom Click-Actions	✓

Update accounts from a mobile phone at no additional charge.

The Lead-Xpress email can be customized for any company and any industry. By including a custom form, any data that needs to be updated by the sales rep can be in the Lead-Xpress email.

The Lead-Xpress email also provides access to the custom click-action checkboxes, which allow users to accomplish multiple tasks with a single click of the mouse.

Internet lead response time is critically important.

- *The odds of connecting with a lead increase 100 times if attempted within 5 minutes versus 30 minutes.*

- *If you can respond to a lead within the first 5 minutes, the odds of reaching and qualifying that lead are 21 times greater than if you wait an hour.*

- *75% of Internet leads that convert will buy from the first person with whom they talk.*

Using LeadMaster workflow automation, new leads can be in the hands of sales reps within seconds.

Sample Lead-Xpress Email

Below is an example of the completely customizable email notification generated by Lead-Xpress.

Notice the email message includes a web form directly within the email. Both the form and the message can be completely customized. The form can be submitted directly from within the email, or through the hyperlink via an online web form. So your reps can update their leads from anywhere - from their laptop or from their web-enabled mobile phone – at no additional charge.

Now take a look at the section headers: Contact info, Click Actions, Lead Status Summary, Custom Form & Sales Rep Comments. All of this information is customizable, from what sections are visible to what each section is entitled.

And of course the fields, values, question types can easily be configured for your company. So your reps can fill out the simple form in *seconds*. And you can have all the information you need in *real-time*.

The following examples on the next few pages show how Lead-Xpress can save both time and money while providing decision makers the most accurate and useful data possible.

Case 1:

Problem

An insurance company has long been sending independent agents leads manually. A lead would come in as a result of TV, web or radio advertising; the inside sales team would enter the data into the body of an email and then send it to the appropriate sales manager who in turn would send the lead to the appropriate agent.

Each email took between 30 seconds to a minute to assemble and send, and they were sending about 100 emails / leads per day. When the Chief Financial Officer crunched the numbers, the company was spending $43,200 yearly just on their manual lead distribution system, excluding the time it took to manually enter the data into the Lead Management CRM system.

At the same time, the leads not only went out, but they stayed out. Most of the independent agents were diligent about working leads but not about updating the status of those leads.

Inaccurate forecasts and reports led to uninformed managers making poor business decisions that cost the company dearly.

Of course, paying $65 monthly per user for a full cloud-computing CRM license for every field sales rep was out of the question. But letting the inefficiencies, the wasted time and money, and inaccurate data continue to plague the company was equally unthinkable.

Solution

The CFO finally decided it was time for a change. She discovered LeadMaster and Lead-Xpress. LeadMaster provided the crucial top-tier features they needed with the easily affordable Lead-Xpress solution for field agents.

So instead of providing everyone Enterprise-level access, she opted to give field agents Lead-Xpress access to the system. The company spent about $6 per user monthly, in contrast to the $65 to $250 per user monthly charged for traditional Lead Management CRMs. From past experience she knew that most reps used the system simply to receive and update their leads. So, Lead-Xpress provided her the unique option of paying *only* for what the users were actually using.

The process of assigning and sending field agents their leads through LeadMaster was easy, requiring just 2-3 clicks. It could even be automated based on assigned territories or round-robin assignment. Lead-Xpress users received their leads via email along with a request to update their leads. To make certain they knew about the lead wherever they were, the system also sent the rep a text message as soon as the lead was assigned. This resulted in reducing response time to Internet leads from a few hours, or even days, to less than *60 seconds* on average.

Updating leads with Lead-Xpress was easier for the reps as well. Instead of a complicated system that required 12 clicks just to record that they left a voice mail message, reps could click a single checkbox and click Submit to update their leads. With the *included* mobile client, updates were usually made immediately with the rep's web-enabled cell phone.

With the faster lead distribution system, agents received leads and responded to new leads more quickly and had greater success closing deals, increasing revenue for the insurance company.

Managers sent field agents leads automatically.

Lead-Xpress users received their leads along with a request to update in their email.

Lead-Xpress gives reps the ability to update accounts from their mobile phone, at no additional charge.

Results

While there were other CRMs that offered low prices, none could compare to the all-in-one premium features that LeadMaster delivered while providing lower prices to Lead-Xpress users. So the company saved money with Lead-Xpress while retaining the features it needed to manage their business.

With the ease of use of LeadMaster and Lead-Xpress, both sales reps and sales managers saved time on updating, sending and receiving leads. The time savings allowed the reps and managers to make additional sales calls, boosting productivity and sales.

LeadMaster's efficient lead distribution system allowed agents to receive and respond to new leads far more quickly. Their lead to closed sale ratio shot up, increasing revenue for the insurance company. Lead-Xpress boosted sales, made information sharing more efficient throughout the company, and saved money.

And the easy-update system, along with the direct update request, resulted in more agents updating lead statuses, providing more accurate data in the system. This in turn allowed for accurate real-time forecasts, resulting in more informed business decisions.

In conclusion, with Lead-Xpress, huge amounts of time and money were saved, even gained. The uniform system throughout the company reduced incomplete and inaccurate data, provided more accurate reports and forecasts and more intelligent corporate decisions. And finally, the time and money saved with the new system was spent on creating more revenue-generating opportunities.

Lead-Xpress vs. Salesforce.com® Per User Per Month Cost Comparison
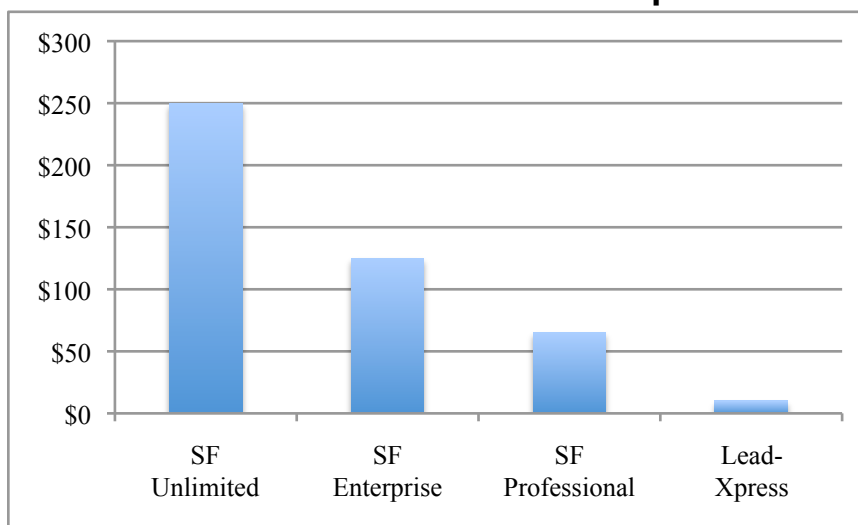
Pricing as of 11/1/10 http://www.salesforce.com/crm/editions-pricing-wl.jsp

Lead-Xpress allowed the company to choose its preferred payment method: either by lead or by user.

Since paying per user was more expensive, the company opted to pay per lead, which amounted to about $1.65 to $2 per outgoing lead.

Case 2:

Company Background

A successful real estate lead generation company provides leads to agents based on a "pay-per-lead" model. Agents sign up for the program for free, and pay only after reviewing and approving a lead. The program required no financial commitment; so the company had thousands of agents sign up. However, each agent might be receiving only 1 or 2 leads per year.

Problem

The lead generation company was spending exorbitant amounts of time providing hand-written email alerts of leads to their thousands of agents.

At the same time, working with busy agents and sending out numerous leads to different individuals, the company was having a hard time keeping track of distributed leads. They couldn't track which lead went to which agent, which agent sold which property, which agents were producing more, etc. The list of issues went on and on.

Of course, asking the agents to pay for a Lead Management CRM system when they may only get one or two leads a year wasn't going to work. Purchasing access for each agent who signed up was also completely absurd. Until they found Lead-Xpress, there was simply no solution that fit their particular needs in the market.

Solution

LeadMaster's Lead-Xpress provided the exact solution the lead generation company needed in order to keep track of and distribute leads in a simple, affordable way.

Lead-Xpress allowed the company to choose its preferred payment method: either by lead or by user. Since paying by user was more expensive, the company opted to pay per lead, which amounted to about $1.65 to $2 per outgoing lead.

The recipient of the lead would receive an email for each lead sent which included a link to a form in the lead management system where the rep could update the lead status as often as necessary. As soon as the agent submitted the form, the system had real-time information on the lead.

Results

Opting for the lead-based payment method with Lead-Xpress created a huge savings. Instead of paying for each user as with most cloud computing CRM systems, they paid only for the leads that were sent.

In addition, the simplicity of sending and requesting updates to leads through the system required just a few clicks in the system, reducing wasted time on manual tasks. For leads that hadn't been updated, another request for update could be sent with 2-3 clicks, further reducing the follow-up time required to check on each lead's status.

The average sales rep spends 39% of their time on administrative tasks.

Lead-Xpress helps minimize time spent updating the CRM.

Sending the request for updates directly to agents made the update process simpler, faster and more accurate. The lead generation company was finally able to see which marketing campaigns provided the best return and which real estate agents successfully worked and closed deals. Thus, they increased revenue and the success of their pay-per-lead model.

The company saved money with Lead-Xpress' lead-based payment option, generated more revenue with faster response times and created more revenue-generating opportunities by saving time on manual tasks.

Conclusion

The above cases clearly demonstrate the extensive benefits that Lead-Xpress offers. Lead-Xpress is a true industry first, providing pricing plans based on client preference and user-level. It provides what your company needs at *rock-bottom prices*. And it's all at your fingertips, whether you're working from a desktop, working remotely, on a laptop, or with a mobile phone.

If you'd like more information about how Lead-Xpress benefits businesses across the board, visit the LeadMaster website at www.LeadMaster.com

Why not see the immense benefits Lead-Xpress can bring to your business by viewing a customized demonstration? A Lead-Xpress expert will be happy to provide a tailored presentation just for you.

Call LeadMaster toll-free at: 800-699-4164.