Online Lead Management Software

(800) 699-4164

About LeadMaster

- Founded in 1998
  - One of the earliest web-based CRMs
  - Before Salesforce.com was started
- Customers include:

Customer Testimonials

– "[LeadMaster's] response to my needs was *prompt* and *professional*…providing *top quality results*."
Marketing Director at Pitney Bowes

– "We've been doing business with LeadMaster for *10 years*. I see LeadMaster as a *valued partner* that provides excellent ROI and is essential to our closed loop process. The LeadMaster *CRM tool is excellent for use with our partners.*"
HP Marketing Manager

– "LeadMaster [is] *cost effective and simple*, yet elegant in its design and functionality."
Director of Marketing at Physicians United Plan

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Challenges with other solutions

1. Not easy to use or personalize

   - 73% of CRM users use less than 50% of the functions

2. Not sales & marketing centric

   - Appear to be designed by programmers

3. Not email marketing centric

   - Email features should be built-in

4. Cost too much

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Why It's a Better Solution #1

Radically Simple to use and easy to personalize

- User Interface is **Optimized for the Sales Team**
  - » Shortcuts on the dashboard, Click Actions
- **Short Learning Curve**
  - » Most reps learn the system in an hour
- **Complete Customization**
  - » Custom Forms, Dashboards, Drill Down Charts
  - » Easily Edit Field Names

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75% Fewer Mouse Clicks

EXPRESS "CHECKBOX " UPDATES

☐ Did Not Reach - (CB Tomorrow)	☐ Not Interested	☐ Schedule Appt
☐ Viable Opportunity	☐ Add Note	☐ Dead
☐ Add Opportunity	☐ Send Literature	☐ Send Intro Email
☐ Nurture Lead (Drip Mkting)	☐ Update Only	☐ Stat12
☐ Left Voicemail	☐ Stat14	☐ Stat15

With LeadMaster's 'check box' updates you can automate many of your day-to-day activities into a single mouse click.

- Send a Personalized 'Thank You' Email to Customers

- Add a 'Follow-up' Event to your Calendar

- Add to Lead Nurturing / Drip Marketing Track

- Update Lead Status, Sales Stage (won), Record Type

- Send Multiple Emails / Text Alerts - Partner, Manager, etc.

- Record Contract Signed Date, Add Comments

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Why It's a Better Solution #2

Lead Management Centric Sales Force Automation

- **Multi-Tier** Lead & Territory Management
  - » Sales Manager, Sales Rep, Partner, Partner Rep
- **Web-to-Lead** Capture
  - » Data flows from web pages into LeadMaster
- **Email-to-Lead** Capture
- Easy to **Assign and Track Leads**
  - » Includes Round Robin
- **Opportunity & Quote Management**
  - » Built-in Product Catalog
- **Mobile Phone & Offline Access**

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Why It's a Better Solution #3

An *Email Marketing Automation* Machine

- **Automatic Emails**
  - » Lead Nurturing, Email Templates, Email Tracking
- **Point & Click Workflow Automation**
  - » Schedule emails, call backs, appointments, assignments
- **Campaign Management & Analysis**
- **Computer Telephony Integration** – Click to Dial-Power Dial
- **Custom Call Scripts** & Response Forms
- **Easy Import / Export**

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Why It's a Better Solution #4

An Incredible *Value!*

- All of these features are *included*!

    – Computer telephony, product catalog, territory management, offline data synchronization, plus more…

- With Salesforce.com you would pay $125/user/mo to get all these features

- That's double LeadMaster's cost!

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Other Features Include…

- White Label
- Outlook Integration
  - Calendar & Contact Sync
- Custom Reports
- Customized home pages
- Customized message centers

- Help throughout setup and implementation
- Data archiving ability (with full data mining/ reporting capabilities)
- Team selling functions
- Much, much more

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◆ **Risk Free**

  ◆**Free to try, you have nothing to lose**

◆**No Long Term Contracts**

  ◆**Unlike the competition that has a 1+ year contract**

◆**Practical 'light' user interface**

  ◆**Personalize the way you use it**

◆**See for yourself**

  ◆**Free 30-day Trial** **(800) 699-4164**