



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.

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.

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.

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.