

**LM LEADMASTER  
LEAD-XPRESS**  
CRM without the CRM



**Immediate Benefits**

1. Save sales reps' time with easy-update customizable sales lead forms.

2. Text message alerts with lead information results in faster response times and greater close ratios.

3. Eliminate the need for training on the CRM.

4. Affordable pricing means channel partners and sales agents can receive leads and update leads/accounts in the CRM.

5. More accurate data, results in more accurate reports and forecasts and better business decisions.

Using Lead-Xpress, managers can assign leads and request updates automatically with workflow automation rules or manually with 2-3 clicks.

- Reps receive leads via customizable email.
- The email contains a link to the CRM.
- Reps can update the CRM from the email or a linked web page.
- Eliminates the need to login to the CRM.
- Eliminates the need for CRM training.
- Makes it easy to distribute and track leads.
- Affordable pricing methods allow everyone involved in sales to use it.
- Can update leads from a web-enabled mobile phone at no additional cost.

**Sample Lead-Xpress Email with Easy-Update Customizable Sales Lead Form**

From: Your Sales Manager  
To: Hugo.Saliz@YourCompany.com  
Subject: New Lead / Lead Follow-up Request

You have a new lead or a request to update an existing opportunity.  
Please update the status in the email below or click [click here](#) to see the record in your web browser.

Contact Info	
Name Mr. John Smith	Region Central Region
Title President	Account Manager Hugo Saliz
Company Sound Decisions	Partner Midwest Distributors
Address 1 123 Any Street	Partner Rep June Bug
City Your Town	Campaign Pay-per-Click
State NY	Phone 1 800-699-4164
Zip 20202	Web Address www.Sound-Decisions.com

Click Actions		
<input type="checkbox"/> Did Not Reach	<input type="checkbox"/> Call Back - 1 Week	<input checked="" type="checkbox"/> Appointment Scheduled
<input type="checkbox"/> CB - Tomorrow	<input checked="" type="checkbox"/> Demo Completed	<input type="checkbox"/> Project Approved
<input checked="" type="checkbox"/> Investigating Solutions	<input type="checkbox"/> Send Intro eMail	<input type="checkbox"/> Send Product Info
<input type="checkbox"/> Add to Lead Nurturing	<input checked="" type="checkbox"/> Budget Approved	<input checked="" type="checkbox"/> Phone Conversation
<input type="checkbox"/> Waiting for Budget		

Lead Status Summary	
Lead Status: Prospects	Initial Status: 6-30 Seats
Lead Value: \$25,000 USD	Lead Source: Yahoo
Sales Stage: PROPOSAL SUBMITTED (50%)	
Forecast Date: June 2011	
Probability: 50%	

Custom Form	
Potential Number of Agents: Please Select	TYPE OF CUSTOMER: <input checked="" type="radio"/> CALL CENTER <input type="radio"/> RESELLER <input type="radio"/> END USER
Installed Vendor:	Preferred Vendor: Please Select
Call Back Date:	

Sales Rep Comments/Notes

Submit



### Flexible pricing!

Users can choose the most affordable pricing model for their needs.

**User-Based:** Monthly subscription of \$10 or less per Xpress user

**Per-Lead Based:** \$2 or less per outgoing lead

Compared with CRMs that charge \$65 to \$250 per user per month, businesses can save 90% per Lead-Xpress user!

### No Long Term Contracts

LeadMaster does business the way you want. Increase or reduce the number of Lead-Xpress users at any time.

### Customize the content of the email.

Includes a link to the record for updates over time. The contact info also provides the name of the other people working the account (partner, partner rep).

**From:** Your Sales Manager  
**To:** Hugo.Sailz@YourCompany.com  
**Subject:** New Lead / Lead Follow-up Request

You have a new lead or a request to update an existing opportunity. Please update the status in the email below or click [click here](#) to see the record in your web browser.

Contact Info	
<b>Name</b> Mr. John Smith	<b>Region</b> Central Region
<b>Title</b> President	<b>Account Manager</b> Hugo Sailz
<b>Company</b> Sound Decisions	<b>Partner</b> Midwest Distributors
<b>Address 1</b> 123 Any Street	<b>Partner Rep</b> June Bug
<b>City</b> Your Town	<b>Campaign</b> Pay-per-Click
<b>State</b> NY	<b>Phone 1</b> 800-699-4164
<b>Zip</b> 20202	<b>Web Address</b> www.Sound-Decisions.com

### Click Actions automate tasks.

Click Actions		
<input type="checkbox"/> Did Not Reach	<input type="checkbox"/> Call Back - 1 Week	<input checked="" type="checkbox"/> Appointment Scheduled
<input type="checkbox"/> CB - Tomorrow	<input checked="" type="checkbox"/> Demo Completed	<input type="checkbox"/> Project Approved
<input checked="" type="checkbox"/> Investigating Solutions	<input type="checkbox"/> Send Intro eMail	<input type="checkbox"/> Send Product Info
<input type="checkbox"/> Add to Lead Nurturing	<input checked="" type="checkbox"/> Budget Approved	<input checked="" type="checkbox"/> Phone Conversation
<input type="checkbox"/> Waiting for Budget		

Multiple tasks are accomplished with a single click of the mouse.

- Send an email
  - Add to Lead Nurturing
  - Assign the record
  - Add a note
  - Send a text message
  - Update Sales Progress, Lead Status, Lead Value etc.
- And more...

### Easily update the lead status.

Lead Status Summary	
<b>Lead Status</b> Prospects	<b>Initial Status</b> 6-10 Seats
<b>Lead Value</b> \$25,000 USD	<b>Lead Source</b> Yahoo
<b>Sales Stage</b> PROPOSAL SUBMITTED (50%)	
<b>Forecast Date</b> June 2011	
<b>Probability</b> 50%	

- Easy-to-use drop down menus eliminate the need for training.
- Fast & easy-to-use means more reps will update their accounts.

### Add specific fields for your business and industry.

Custom Form	
<b>Potential Number of Agents</b> --- Please Select ---	<b>TYPE OF CUSTOMER:</b> <input checked="" type="radio"/> CALL CENTER <input type="radio"/> RESELLER <input type="radio"/> END USER
<b>Installed Vendor:</b> _____	<b>Preferred Vendor</b> --- Please Select ---
<b>Call Back Date</b> _____	

- Add a User-Defined Custom Form with Customized Fields
- The Custom Form is Flexible Enough for Any Industry

## Point & Click Customization and Configuration

Lead-Xpress is easily customized for virtually any business in any industry.

Include only what you want / need and turn off sections that you don't.

Customize the email with fields from the database.

Customize the forms for your business so reps are familiar with the terms, look and feel.

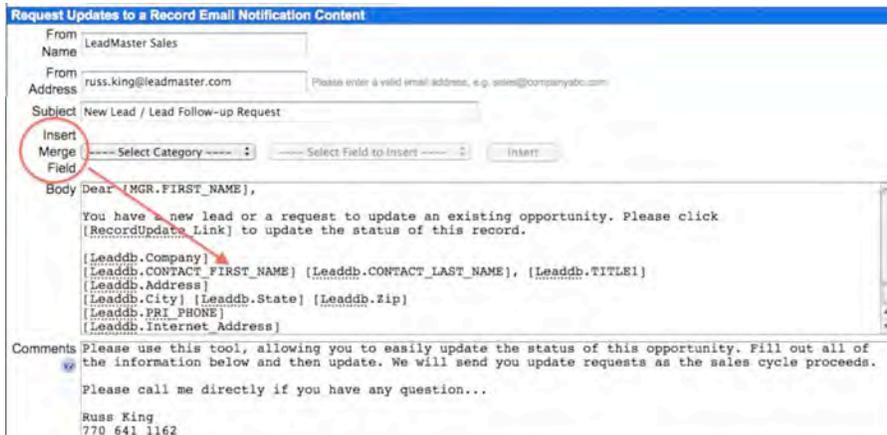
## Hosted Application

Don't waste money on hardware - routers, servers, firewalls etc. No need to spend money on data center staff either. And don't sweat the technical stuff. It's all safe & sound in the cloud.

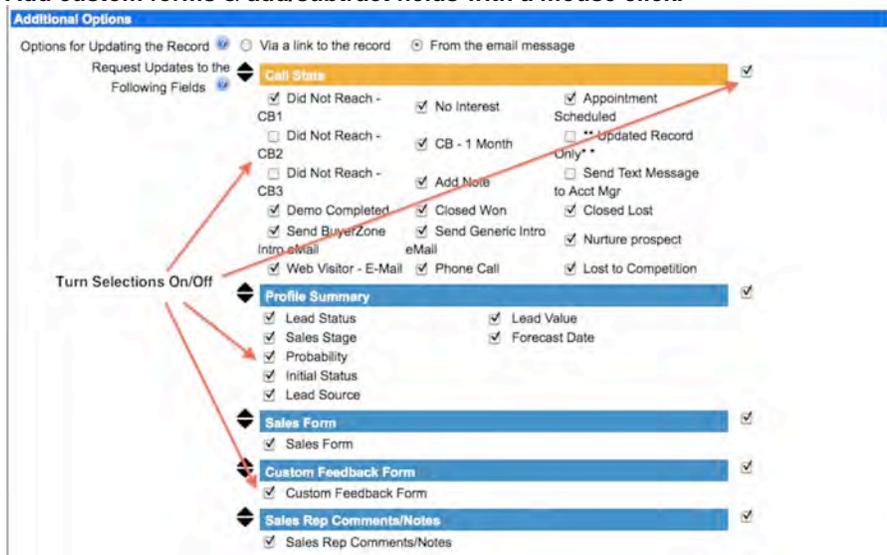
## Risk-Free 30-day Trial

See for yourself how fast and easy it is to distribute and track leads.

## Easy configuration.



## Add custom forms & add/subtract fields with a mouse click.



## Get started today!

With Lead-Xpress, you'll save money, make more money in less time and rev up your sales and profit. So you can enjoy the more important things. **Get Lead-Xpress from LeadMaster. Give us a call today, 800-699-4164. You'll be glad you did.**