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Summary:

ConnectLeader, a pioneering innovator of technology used by B2B sales reps to accelerate the sales process, announces the issuance of three patents for visibility and control features, online scheduling of calling sessions, and remote coaching technologies.

Salem, NH – Headline: ConnectLeader® Announces the Award of Three Patents for Innovative Sales Acceleration Platform

ConnectLeader LLC announces the issuance of three patents (U.S. Patent numbers 8594308, 8964963, and 8938058) by the U.S. Patent and Trademark Office for which ConnectLeader is the exclusive licensee. These patents protect many aspects of the company's innovative sales acceleration technology, and are key components of a comprehensive international patent portfolio that includes many pending patents worldwide.

ConnectLeader is a pioneering innovator of technology designed specifically to give B2B sales reps visibility into the calling process, allowing them to make real-time updates on-the-fly. ConnectLeader refers to these features as 'visibility and control'. Using the visibility features enable users to see which target leads/contacts are queued up for calling next. The ConnectLeader Sales Dialing Platform control feature enables users to update the status of leads/contacts that are queued up for calling. In turn, the user may dynamically change the order of calling, create a "do not call" status, or a "do not call until a specific time" status.

Management Quotes

"Using a sales acceleration platform is like driving a sports car." stated Senraj Soundar, CEO of ConnectLeader. "When you drive a sports car, it is important to have excellent visibility into where you are heading and have total control on the road you take. The ConnectLeader visibility and control features in our sales acceleration platform are analogous to the exceptional visibility and control of a sports car. These important features facilitate user adoption of our sales acceleration platform and expedite productivity increase for our customers. In addition to the obvious business benefits, our customers tell us it is fun to use the product." Soundar added.

"These patents enable ConnectLeader to assertively maintain its status as the leader of ground breaking innovations in sales acceleration." Said Matt Stanton, VP of Sales at ConnectLeader.

Customer Quotes

"I like to change my list as I'm calling. I can easily deselect a name and the system won't call that number." Scott Serpa, Inside Sales Manager, formerly with Xangati, Inc.

"Before we used Team Dialer, we used another tool. Some of our representatives were reluctant to use the dialing technology because they would be caught off guard when a call was connected. With ConnectLeader, they have much more control." Rob Consoli, VP of Sales & Marketing, Liaison Technologies

In addition to the Visibility and Control features, these patents protect many other innovative sales acceleration capabilities offered by ConnectLeader (or planned for near future), such as:

Multi-touch campaign with calling – Enables sales reps to easily plan and execute multi-touch campaigns including various touches like calling, leaving voice messages, sending texts, and sending emails

Remote Coach – Enables sales managers to actively listen to and coach sales reps during calls

Online scheduling of calling sessions – Facilitates time management for sales reps

Dynamic Agent Allocation – Allows the system to optimize agent's time utilization

About ConnectLeader

The ConnectLeader® Sales Dialing Platform helps B2B sales organizations improve personal and team sales productivity by reducing non-productive calling tasks. We were the first in the market to offer a single dialing platform giving sales teams the ability to choose from a range of dialing speeds to match their sales productivity needs. ConnectLeader solutions feature our patented visibility and control features and provide bi-directional synchronization with Salesforce.com, Microsoft Dynamics CRM, Oracle on-demand CRM, NetSuite CRM, Zoho CRM, Bullhorn, and other CRM systems.

Click Dialer™ is a click-to-call softphone embedded into the Salesforce.com CRM environment. Sales reps simply click on the phone number to start dialing. Users also have the option to select multiple names and let the software dial in a list mode. Call results, emails sent, voicemail drop, and follow-up activities are updated for analytics within Salesforce.com in real time. Sales reps using Click Dialer can increase their calling productivity by up to 30% over manual dialing.

Personal Dialer® is cloud-based power dialing technology that takes calling productivity to the next level. Personal Dialer provides visibility into calling, allows the reps to control the selection of the next call, progress to next call quickly, and a host of many other features. Reps can increase their calling productivity by 50% to 100% over manual dialing.

Team Dialer® is a sales acceleration solution for organizations who want to further boost dialing productivity for outbound prospecting, business development, and lead qualifying. Team Dialer accelerates the sales process by delegating non-productive calling tasks and integrating with sales automation systems. The Team Dialer solution combines state-of-the-art cloud-based software with a team of human agents who assist with call navigation, allowing your sales reps more time to sell. Team Dialer customers typically have 8 to 12 live conversations per hour, an 800% increase over manual dialing. www.ConnectLeader.com



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