



powercall

LeadMaster

**LEADMASTER**

About LeadMaster

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



Challenges

Companies and sales reps that use manual dialing face challenges:

- ✓ Increases possibility of mistakes
- ✓ Precious time is lost when reps encounter busy signals and disconnected numbers
- ✓ Productivity challenges decrease employee moral

For those companies that do have a calling system:

- ✓ It's expensive
- ✓ It's complex
- ✓ Training takes a long time

Presenting...

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The Solution

Power-Call...

1. Simplifies call center complexity with easy-set up and flexibility.
2. Emphasizes sales productivity.
3. Saves time with power-dialers and filter software.
4. Maximizes campaign revenue through call optimization.

Benefit #1 – Service Flexibility

Power-Call simplifies call center complexity with easy set-up and flexibility.

- Freedom to work from any location
- No hardware, software or upfront capital expenditures
- Easy set-up and administration of at-home agents

Benefit #2 – Sales Productivity

Power-Call emphasizes sales productivity

- Cloud telephony + LeadMaster's CRM campaign management
- Agents are happy: Freedom to work from home boosts morale
- 20 to 30 percent increase in sales efficiency by eliminating manual dialing, eliminating disconnected numbers and busy signals

Benefit #3 – Time Savings

Power-Call dramatically saves time with power-dialers and filter software.

- Click to “Call” to start power-dialing campaign list
- Phone dialer filters out busy signals and bad phone numbers
- Agents spend their time talking with customers
- Real-time reporting and analytics

Benefit #4 – Call Optimization

Power-Call maximizes campaign revenue through call optimization

- Streamlines call center functions
- Immediately dials 2 lines per agent
- Shifts outbound dialing into overdrive

How it Works...

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Call Campaign setup

After a quick setup of a call campaign, your virtual call center is ready to go. To setup a campaign:

- Give your campaign a name
- Use the LeadMaster search engine to find people you'd like to call
- Select the agents who will be calling them from the list of agents
- Click Submit
- Participating agents will have “Call Campaigns” link on homepage

A Streamlined Process

Power-Call works like a big, automatic switchboard

- Click to “Call” to start power-dialing campaign list
- Connects agents with respondents, while simultaneously eliminating busy signals and bad phone numbers
- Agents spend their time talking with more customers

Power-Call for Call Centers and Individuals

Power-Call meets the needs of both call centers and individuals

- Allows distributed centers to act as one
- Computer and broadband connection are only requirements
- Individuals can use system to improve sales productivity
- LeadMaster handles logistics

Benefits Summary

- Streamlines call center functions
- Freedom to work from any location
- No hardware, software or upfront startup capital expenditures
- Easy set-up and administration of at-home agents
- System is fully integrated into LeadMaster CRM campaign management
- Freedom to work from home boosts employee morale
- 20 to 30% increase in sales efficiency
- Precious time is saved with power-dialer and filter software
- Real-time reporting and analytics
- Maximizes campaign revenue

What's Holding You Back?

- Risk-Free
 - You have nothing to lose
- No long-term contracts
- A simple month-to-month plan

Let's Get Started!

- LeadMaster can implement a solution that is tailored to your company and situation
- Solutions for individual needs
- Call 800-699-4164
- Send us an email - inquiries@leadmaster.com

