



Scoring Sales and Stretching Marketing Dollars

SECRETS OF WEB-BASED SALES AND MARKETING
MANAGEMENT REVEALED

Meeting Today's Challenges Head-On

In today's fast-paced business environment, companies are discovering that relying on homegrown technology solutions and spreadsheets to manage sales and marketing functions just doesn't cut it. Even 'free'/open source systems can take months to deploy and cost tens of thousands of dollars in consulting and education.

STARTLING STATS

Percentage of trade show leads that are never followed up: 80.

Percentage of time the average sales rep spends selling: 47. Amount they spend carrying out administrative tasks: 39.

Percentage of qualified telemarketing leads that have only marginal follow-up: 40. Percentage of leads that are never even called: 50.

Business moves faster than ever to build effective marketing campaigns, respond to customer needs and close sales. Relying on traditional IT systems can mean costly delays, resulting in lost sales and reduced revenue. With desktop systems there is also the danger of losing valuable client data when a sales rep leaves, since the information often resides on the individual's system, rather than in a centralized corporate database.

In addition, business teams information systems need to be connected to help them compete. All too often, marketing and sales are treated like separate entities both in company practice and in the technologies they use. This disconnect inhibits the development of a dynamic closed loop process where data is not only collected but optimally presented to provide insights that can inform and improve future business decisions, marketing activities and sales processes.

Taking it to the Next Level

TREASURE TROVE

Start channeling leads from all sources into a central online database and you may find you're sitting on a goldmine.

Some typical lead sources:

- Landing Pages
- Adwords
- LeadCaster
- Direct mail
- E-marketing
- Seminars
- Advertising
- Tradeshows
- Telemarketing
- Call centers
- Field sales
- Website inquiries
- Micro websites
- Special events
- Newsletters
- Referrals

How can you achieve these goals for your business? If you're thinking that the only choice is to spend millions of dollars and months (or years) implementing a customer relationship management (CRM) application, think again. The LeadMaster web-based application focuses specifically on managing the marketing and sales process. It will help you streamline your operations, increase effectiveness and boost productivity. Even more importantly, this technology engenders the kind of closed loop system that enables your company to maximize return on investment and drive revenue.

Delivered over the internet and requiring only a web browser, LeadMaster's online sales and marketing system provides authorized users with 24/7 access to their centralized company database; tools for lead management, campaign management, lead nurturing, e-marketing, sales forecasting and ROI measurement are all at their fingertips. Data from every customer touchpoint -- from inquiries submitted from a company website to telemarketing responses complete with survey answers -- is right there in a centralized database.

This process feeds the sales engine and helps ensure that the leads generated by every marketing campaign are being followed up, not lost in a black hole. Hot leads can be assigned to sales reps for immediate follow-up while others may be routed to inside sales or a partner for further qualification and

GET STARTED FAST !

With LeadMaster you can be up and running in a matter of hours - Lead Management has never been so easy. Contact us today and start reaping the rewards tomorrow.

marketing activities. Progress is tracked through each step in the sales cycle and the opportunity continues to be updated throughout the sales cycle, building a valuable profile while also ensuring accountability.

Reporting and data mining tools provide a means for managing day-to-day activities through functions such as call reports but also plays an integral part in long-term planning and forecasting. These analytical tools also enable the critical measurement element of an effective closed loop system. Measuring which campaigns and sales channels produce the highest return on investment provides empirical data to inform and improve future efforts by refining marketing messages, improving sales processes and boosting overall business performance.

Real-World Benefits

YOU ARE #1

Companies will tell you that you're a 'valued customer'. But how often do you really feel like one? At LeadMaster we offer you the kind of personalized service we know you won't find anywhere else.

For sales: Automating basic tasks means more time to sell and a shorter sales cycle. User-definable shortcuts on the home page results in most functions being only one or two click away. Design for the sales rep, the user-friendly interface let reps get in and out faster. More complete prospect data enhances the ability to identify the most qualified prospects, improves customer interaction and results in higher close ratios. Forecast and pipeline reports support individual and team planning, goal setting and evaluation.

TRULY AFFORDABLE

Time is money. LeadMaster solutions are designed to be simple & uncluttered so that your sales and marketing teams will find them easy to use. LeadMaster takes 75% fewer mouse clicks to update a record than in the most popular CRM solution. Best of all LeadMaster is about ½ the price of their most popular edition.

FLEXIBILITY

Available as a white label solution LeadMaster's flexible architecture is designed to fit your business. It's easy to customize and personalize LeadMaster.

For marketing: A closed loop system acts as a valuable feedback mechanism, providing insight into both campaign effectiveness and individual customer preferences. Measuring return on investment by campaign results in informed decision-making and budgeting for future initiatives. Real-time lead tracking and reporting allows users to see what's working (and what's not) so that messages can be refined accordingly. Knowledgebase and data mining tools facilitate audience targeting for future promotions. Additional value-add capabilities such as promotion-specific microsites and event registration cut down on administrative costs.

The LeadMaster system is designed to deliver tangible benefits to each part of the team. It's easy to learn and easy to use.

Conclusion

In an economy where staying in the game depends on maximizing the return on investment for every marketing dollar and constantly improving close ratios, LeadMaster can mean the difference between a thriving business and a faltering one. More than just cutting bottom-line costs, a company leveraging technology to improve its business processes can ultimately boost revenue and increase top-line growth.



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