



## **Saving Money on SaaS CRM / Lead Management with Lead-Xpress**

Lead-Xpress takes the best features of the LeadMaster Lead Management / CRM system and makes them available for companies to help them manage their sales leads and customer interactions. Lead-Xpress is the ultimate lead management solution for companies that wish to dramatically cut Software as a Service CRM costs while actually boosting productivity. With Lead-Xpress, a simplified version of the LeadMaster CRM, users can easily receive leads via email and update records via a secure link in their email.

LeadMaster users can easily assign leads to Lead-Xpress users with just a couple of clicks in the LeadMaster system. Users only have access to the records to which they are assigned. Lead-Xpress users are sent an email alerting them of the lead including an embedded or hyperlinked web form. This simple form takes seconds to fill out and submit. The form is customizable and typically requires no training. This allows Lead-Xpress users to update the Lead Management / CRM system easily within seconds. With mobile access *included* for every Xpress user, reps can now update their leads from an Internet enabled mobile phone.

Lead-Xpress clients save up to 90% on their SaaS Lead Management / CRM costs. But cost savings are not the only benefits that come from using Lead-Xpress. Built-in workflow distributes leads automatically so leads can be in a reps hands within seconds of the time the prospect clicks the submit button. Lead-Xpress allows sales reps to quickly contact their leads. Leads contacted within the first 5 minutes have a 90% greater chance of connection. Leads updated in real-time means more accurate data in the system, and accurate data means better reporting *and* more informed business decisions. Decisions like which marketing program is generating the most sales. Better decisions lead to more revenue, and the cycle repeats itself.

Lead-Xpress also saves managers hours per week spent on menial tasks. For those companies that provide leads to outside representatives without providing lead management access, managers have had to both distribute and update leads manually; resulting in countless hours spent sending emails and following up via telephone. Lead-Xpress now automates the process by allowing reps to distribute leads and request updates in seconds through the LeadMaster Lead Management / CRM system.

Lead-Xpress is appropriate for the following types of businesses:

- Companies with outside sales reps
- Companies that want to reduce SaaS CRM costs
- Companies that outsource their lead generation
- Companies that sell products through distributors
- Companies that sell products through sales agents
- Companies that have a widely distributed sales force

If any of the above pertains to your company, call LeadMaster at (800) 699-4164 to speak with a Lead-Xpress expert.