

LEADMASTER



The cutting-edge solution that drastically lowers lead-management costs while providing world-class functionality

Lead-Xpress is an industry first in providing rock bottom prices coupled with crucial lead management/CRM /Sales Force Automation features necessary for growing and sustaining a business.

LeadMaster, a leading innovator of affordable, world-class CRM, is proud to present the next generation in sales lead management, Lead-Xpress.

Lead-Xpress is LeadMaster most cutting-edge tool that provides crucial CRM/lead management/Sales Force Automation features at the lowest prices in the industry.

So if you work with a distributed workforce and/or channel partners, or if you'd like to reduce time and save money on managing leads, tracking ROI, etc...

As companies expand beyond the reaches of the office to work with partners, distributors and sales agents, tracking leads becomes increasingly difficult.

The advent of cloud-based CRM helped to eliminate some inefficiency; however, companies working with an indirect sales channel still have a tough time affording these solutions for use across all sales channels.



In 2010, this industry-wide issue of affordability and efficiency became LeadMaster major focus as it continued to innovate to provide their clients with the necessary tools to deal with today's ever-changing business climate.

At last the solution is here. Lead-Xpress – a simple, cloud-based solution for a business with multiple sales channels available at rock-bottom prices.

Lead-Xpress enables managers to send leads and request updates via email with just a few clicks. Reps then receive an email along with a simple lead form that takes seconds to update.

For more information, please visit our website at www.leadmaster.com.au and www.leadmaster.asia or give us a call on +61 1 300 852 599

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The benefits?

With absolutely no training, reps can make updates to their sales leads from any browser, including an internet-enabled mobile.

Directly requesting lead updates via email results in more current and accurate data. With precise data, sales analytics and forecasts become much more reliable.

Plus, with the system doing the work of tracking and distributing leads for them, managers have more time to devote to generating revenue.

Lead-Xpress subscription is about \$15 per user per month per representative that needs Lead-Xpress. The Enterprise Edition gives you access to Lead-Xpress' capability.

Compare that with paying \$95 to \$250 per month for every user with a traditional cloud-computing CRM solution and you can see that companies can easily save 70 percent of their cloud-computing CRM costs for every Xpress user.

With Lead-Xpress, companies can continue to retrieve superb sales analytics, measure the productivity of all your reps, agents and partners, and access lead nurturing and more, while paying a minimum fee.



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Lead-Xpress update features

In addition to the sales representatives receiving the standard contact information for the customer or prospect: name, phone, address, email, website etc..., the representative can update records via email (embedded) or web link.

All of these fields are customisable:



- Lead status
- Sales stage
- Forecast date
- Probability
- Lead value
- Sales comments
- Customisable forms
- Custom Click-actions



The Lead-Xpress email can be customised for any company and any industry. Any data that needs to be updated by the sales rep can be in the Lead-Xpress email.

The Lead-Xpress email also provides access to the custom click-action checkboxes, which allow users to accomplish multiple tasks with a single click of the mouse.



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Is Lead-Xpress right for you?

- Do you have a large sales force?
- Do you sell indirectly through sales agents, resellers, dealers distributors or business partners?
- Do you want a simple method to distribute and track leads without paying for a high-priced web-based CRM licence?
- Do you spend more than five minutes training your sales reps on your current Lead Management CRM solution?
- Is your sales team reluctant to use your current CRM solution?

If you answered yes to any of these questions, you need Lead-Xpress.

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