



## LeadMaster CRM

### Why Use a CRM?



### Why Choose LeadMaster CRM?

LeadMaster is an affordable web-based solution for Lead Management, Sales Force Automation, CRM, Marketing Automation, E-Marketing, Workflow Automation and more.

CRM enables companies to close the loop between marketing and sales. Designed for the sales team it offers exceptional ease-of-use. It provides not only web-based lead and campaign management but also powerful tools for data mining, sales forecasting and ROI measurement. Sales leads can be passed via the web to all members of your sales and marketing team, including predefined channel partners, sales representatives & field sales managers.

Designed for the marketing team, it offers marketing automation and marketing campaign management that enables managers to measure the success of their campaign and the planning of future marketing campaigns.

LeadMaster has an E-Marketing add-on that enables marketers to follow your email from the time they have sent to actually seeing the customer receiving and opening the message. This allows you to track the progress of your E-Marketing campaigns in real-time and within your CRM.

\* Study from Aberdeen, 2010

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

# LEADMASTER



## What you can do with LeadMaster CRM:

- Automatic Lead Distribution - Territory / Post Code / Round-Robin
- Campaign Segmentation
- Conversion Tracking
- Custom Forms
- Customer Database
- Customisable Fields
- Customisable Functionality
- Customisable Reporting
- Data Import/Export
- Email Integration
- Field Sales Management
- Flexible Lead Assignment - Account Manager / Partner / Partner Rep
- Lead Age Tracking / Lead Aging Report
- Lead Distribution & Management
- Mailing List Management / Download Manager
- Market Segmentation
- Mobile Access / Offline Access / Outlook Integration
- Multi-Currency
- Multi-Language
- Multiple User Access Levels
- Prospecting Tools / E-Marketing / Lead Nurturing
- Real Time Updates on the Dashboard
- Referral Tracking
- Reporting
- ROI Analytics
- Sales Analytics
- Serves Insurance Industry
- Software Development Kit - API
- Territory Management
- Website Integration
- Workflow Management

LeadMaster releases at least one new feature every week within its CRM. We aim to create a more powerful tool every day to satisfy customer's needs and also being at the edge of technology.

Depending on your industry and market, LeadMaster offers product that will fit your area of expertise, our latest product is Lead-Xpress, a simplified version of LeadMaster CRM, available at the industry's lowest prices ever. The concept is really simple, most sales reps only use the CRM to receive and update leads. Why in that case pay for a complete CRM licence for the sales organisation if only a fraction of the functionality is utilised.

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