

# LEADMASTER



## LEADMASTER.CRM

### Efficiency - Simplicity - Productivity

#### Who We Are?

LeadMaster Australia Pty Ltd was established in 2004 and remains a leading CRM and Inside Sales Services provider in Asia Pacific today. Our clientele ranges from small to large businesses, from domestic firms to global multinational brand name corporations, across all industries. LeadMaster is the exclusive reseller of LeadMaster CRM in Asia Pacific.

#### What do we do?

LeadMaster delivers complete tailored CRM solutions that work effectively and efficiently for sales and marketing teams. Our web-based CRM is customisable and flexible which means that it supports scalability from large enterprises down to small businesses in any industry from real-estate to import-export.

LeadMaster CRM is very simple to use – from day one. Provided on-demand, you do not need any software or hardware upgrades, maintenance or IT costs. We take care of upgrade.

#### With LeadMaster, you can:

- Capture Leads: Funnel all enquiries and leads from multiple sources into one centralised database for further qualification, rules-based assignment and follow-up.
- Customisable Management Workflow: Provide online access to the centralised database with fully customisable roles and permissions for sales, marketing and the extended enterprise team including distributors, channel partners and third party support vendors.
- Track Leads Instantly: Track leads from lead generation to close.
- Sales Force Automation: Support sales force automation (SFA) and contact management to increase sales productivity and enrich interactions with prospects and customers.
- Closed Loop Marketing: Close the loop between marketing and sales.

- Analyse Your Business: Measure ROI on marketing campaigns to better target marketing budgets for maximum revenue impact.
- Data Mining: Data mine for marketing intelligence.
- Workflow Automation: Basic tasks are automated, reducing time-consuming paperwork and shortening the sales cycle.
- Manage Funnel: Customer profiling allows sales teams to identify the most qualified prospects, improving customer interactions and resulting in higher close ratios.
- Sales Forecasting: Forecast and pipeline reports support individual and team planning, goal setting and evaluation.
- Instant Report: Real-time lead tracking and reporting allows users to see what is working best so that messages can be refined accordingly.
- Marketing Campaign: Knowledgebase and data mining tools facilitate audience targeting for future promotions.
- Promote Your Brand: Additional value-add capabilities such as promotion-specific microsites, landing pages and online event registration sites further support demand generation efforts.
- Business Intelligence Dashboard: Generate reports and save them on your dashboard. These reports dynamically update based on activity.
- E-Marketing: Instant marketing results for marketers.



**LeadMaster CRM has been reviewed as  
TOP 7 Best CRM Suites by ZDNet.com.au**

*"The LeadMaster solution has contributed to greater visibility and analysis of our prospect base. The implementation and ongoing management has been creative and professional".*

ANZ Bank - Institutional Investing Manager

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

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## LEADMASTER Inside Sales Services

LeadMaster assists businesses to develop and manage their key end to end sales process to maximise revenue and enhance customer service. LeadMaster offers its expertise and experience within the Inside Sales Services, helping you to deliver a measurable and highest possible return on investment.

LeadMaster aims to assist clients to **acquire, develop** and **retain** new business opportunities via its Inside Sales Services.

Our customers trust us to create valuable and high quality sales pipelines via our complete range of integrated services:

- **Prospecting/Lead Generation:** Where are my future clients? - We engage the prospect in open-ended conversation.
- **Account Profiling:** What are your account future projects, budgets...? - When will be the right time for your business to call them back?
- **Appointment Setting:** What are your field reps doing? - We set appointments with decision makers that meet qualifying criteria.

*"LeadMaster initiatives have contributed to 50% increase in retention and 70% increase in converted sales opportunities"*

Nortel Network- Marketing Communications Manager

- **Targeting The Market:** Where are the right people to call? - LeadMaster creates a database corresponding to your criteria.
- **Lead Nurturing:** My prospect says 'No' - We ensure leads are nurtured until they are sales ready.
- **Lead Driving:** Why is this lead not closed? - LeadMaster will help you take leads through your sales cycle.
- **Channel Development:** What is the efficient channel strategy? - We will help you find the right channel partner to grow your business.
- **Audience Acquisition:** Who will be attending your event? - We deliver qualified attendees to your event.



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For more information, please visit our website at  
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or give us a call on +61 1 300 852 599

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