

# LEADMASTER



## LEADMASTER Inside Sales Services

If you struggle to generate a solid flow of good leads, your sales force and your company will suffer... This is a reality. You need to drive enough revenue to be able to survive against competition. This is a tough time for companies; prospects and customers are becoming more picky and volatile, choices are everywhere. To increase retention, you need to have a solid foundation of sales prospects that will be strong enough to use and replace your sales. However, how do you move them from prospect to customer?

Our Inside Sales teams are capable of moving a prospect through an entire pipeline and even creating an exciting new one! We can start from scratch or use an existing database, whatever we do; our Inside Sales teams reach success. Our professionalism has been rewarded many times by our clients for delivering outstanding results.

### What does it mean to you?

You need dedicated and experienced sales people to help you create those leads... LeadMaster manages professional teams to fulfill your requirements in Australia and across Asia Pacific. Every company has its own area of expertise; our specialty at LeadMaster is to generate leads for businesses. We understand the techniques required to create new leads and nurture existing prospects. LeadMaster has proven many times that having an external provider has great value – We are driven by success and on-going relationship.

We hire only motivated, committed, dedicated and experienced people that have long expertise in sales and lead generation.

Our Inside Sales teams create prospects and move them to sales leads, sales opportunities and even through to closed sales. This can emphatically increase your sales revenue. LeadMaster works and acts as a fully-integrated extension of your sales organisation. Our mission is to seek and find the right opportunities for you, connect you with the right people and to feed your sales funnel with those lucrative prospects.

### Advantages:

- Companies break free from the hassle of staffing an in-house sales service that is often expensive (IT development, infrastructure, call centre investment...). No need to worry about attrition and hiring cost, LeadMaster manages it all.
- Managers can focus exclusively on their work; avoiding distraction from your core business.
- Business is growing; need extra workforce to expand your market? LeadMaster enables companies to fill the gap.

Moreover, LeadMaster is at your door; our contact centres are situated at strategic locations around Asia Pacific.

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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## How do we do it?

LeadMaster focuses on people, process and technology to build an Inside Sales team that delivers the highest possible conversion rate, thereby having the greatest impact on achieving your revenue goals. Being able to create leads is our core business.

## What is our expertise?

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.
- **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.

## Why outsource your campaign?

Businesses don't always have time and the resources to create leads and maybe it is not your core business strength. Partnering with a lead provider can bring great value to your sales team. From small to large organisations, LeadMaster can allocate resources accordingly to your need. Every campaign is studied and reviewed together so we can work hand in hand and develop a comprehensive and lasting relationship.

For LeadMaster, it's really important to create strong relationships, for that reason we assign an account manager that can follow your campaign and give you daily feedback. Your success is our success.

For further information, visit our websites [www.leadmaster.com.au](http://www.leadmaster.com.au) or [www.leadmaster.asia](http://www.leadmaster.asia). You can also get a free estimate. Our Inside Sales team would be happy to take you through our program.

LeadMaster uses its self-developed on-demand web-based CRM to achieve target and reaching success. If you are looking for a CRM, go to [www.leadmaster.com.au](http://www.leadmaster.com.au) or [www.leadmaster.asia](http://www.leadmaster.asia).

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