

## LEADMASTER SERVICES OVERVIEW

LeadMaster delivers customised and targeted solutions via our unique range of integrated services. This suite of services helps our clients *acquire, develop and retain* their customers.

Our reputation for excellence is based on our proactive and professional engagement model. LeadMaster caters to the full spectrum of B2B sales & marketing services.

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### Hosted CRM Software-as-a-Service

#### **Sales CRM**

*LeadMaster delivers tailored work flow solutions that successfully combine CRM capabilities to give you more visibility and control over your opportunity pipeline, sales relationships and lead generation campaigns.*

#### **Lead Management**

*LeadMaster enables you to realise sales and ROI from existing resources through dramatically boosting the rate of lead conversion. From start to finish, we develop and enhance lead data and follow up with targeted messaging to convert and integrate prospects into your lead distribution system.*

#### **Online Reporting Dashboards**

*Gain instant access to real time data on what is in the sales pipeline and a clear picture of the sales forecast. Our online reporting dashboards show you which campaigns are generating the most leads, which are resulting in the most closed sales and which are delivering the highest ROI on your marketing dollars.*

#### **Web Based Channel Sales Support**

*Optimise your channel partners' performance. LeadMaster's superior web based tools give you greater visibility and control over distribution and tracking results. Through customised online reporting portals, LeadMaster improves your channel success to provide instant insight and yield instant results.*

#### **EDM Tracking, Reporting & Analysis**

*Enhance your 360° view of prospect and client relationships. LeadMaster offers a world class Electronic Direct Mail service that creates targeted mailing lists and distributes high impact messaging while reporting on all the standard metrics including delivery statistics, click throughs, referrals and unsubscribe requests.*

## Professional Lead Generation Services

### **Sales Lead Generation**

*LeadMaster is experienced in opening and qualifying opportunities and appointments to bring you closer to your prospects. By deploying targeted telesales, direct mail and email campaigns supported by highly profiled data, LeadMaster generates top quality leads and builds your sales pipeline to support your Business Development teams in achieving closure.*

### **Appointment Setting**

*Maximise your sales teams' time and opportunities with guaranteed results from our data and telesales teams' filling your sales pipelines with the highest quality appointments.*

### **Audience Acquisition**

*LeadMaster profiles new target lists and creates messaging to match while linking multi-touch outbound calling and direct marketing efforts to drive the event registration process and fill your event to capacity.*

### **Lead Tracking & Lead Driver Services**

*Track leads to increase close rates and identify the most profitable marketing successes. Using powerful web based tools, LeadMaster helps you effectively manage leads all the way from initial contact through to the purchase order process by effectively tracking lead follow up and driving leads to your sales teams' and channels'.*

### **Customer Profiling**

*Our rigorous profiling, detailed surveying and vital information gathering on your specific customer sets generates outstanding C-level lists for you to accelerate sales and drive higher ROI.*

### **Pipeline Incubation**

*Update your database and uncover new business opportunities... LeadMaster gives you the innovative edge with a high quality and proactive relationship acquisition service that profiles, manages and keeps information current to deliver a detailed analysis of buying intentions within a pipeline of prospects that are not yet sales ready.*

### **Channel Development**

*LeadMaster leverages its highly capable web based CRM application to help you capture, distribute, manage and track sales leads through the centralisation of lead generation activity for the channel giving you greater visibility and far greater return on your investment.*

## Marketing Services

### **Campaign Design**

*Enhance the way you interact with your customers. LeadMaster creates exceptionally compelling and unique sales and marketing campaigns with measurable outcomes to get your message heard.*

### **Electronic Direct Email & Tracking**

*LeadMaster designs, compiles and delivers creative email marketing strategies that stand out from the crowd. Deliver your message and engage your customers while collecting important feedback with fully supported tracking and analysis mechanisms that guarantee campaign success.*

### **Web Capture Forms**

*Increase sales and generate new revenue through driving website inquiries, leads and surveys into your online CRM. LeadMaster enables you to integrate your website into your demand generation efforts by dropping leads from web forms directly into your CRM database in real time.*

### **Database Marketing**

*LeadMaster works with you to maximise effectiveness of your customer data by designing and implementing customized marketing campaigns driven effectively out of customer and prospect databases. Our integrated online marketing strategies focus on brand awareness, audience development and customer retention so that you see dramatic improvements in your bottom line.*

### **Event Registration**

*LeadMaster has the data, people and processes to drive your event attendances fast. Multiple targeted communications coupled with streamlined and automated event registration processes result in higher attendances and ROI.*

### **Event Management**

*LeadMaster works closely with you to ensure your events add value to your marketing program. Our professional events coordination services encompass everything from successful project design and delivery to effective budget and sponsorship management.*

### **Event Follow Up**

*Capture the interest of your event's attendees. LeadMaster follows up with precisely targeted messaging to convert and integrate attendees into your lead distribution system and transform leads into quality opportunities.*

### **Marketing Activity Coordination**

*Maintain your leadership position in the marketplace. LeadMaster helps you achieve revenue, profit, market share and customer loyalty objectives through providing support for marketing teams including event management and tactical campaign execution.*

## Inside Sales Services

### **Telesales**

*LeadMaster specialises in personalised messaging relevant to customers at each stage of their lifecycle. And, powerful multi contact outbound telesales programs enable us to successfully rollout the end to end selling and management of your products and services sales translating into ongoing purchasing commitments from your customers.*

### **Service Contract Renewal**

*See revenue rocket... LeadMaster assists you in maximising the retention of service contract revenue through the implementation of highly coordinated results guaranteed inside sales campaigns.*

### **Warranty to Service Contract Conversion**

*LeadMaster guarantees the effective conversion, up-selling and cross-selling of warranty service options across your customer base with a powerful closed loop sales process that adds value to your customer data.*

## Consultancy Services

### **CRM Strategies**

*Increase your sales and lower your costs with LeadMaster's leading edge CRM strategies that support sales generation and maximise long term customer revenue.*

### **Sales Training**

*Ensure your success and improve the effectiveness of your sales' teams with LeadMaster's customised training programs. We offer a structured series of training modules that commences with the novice all the way through to C-level selling and high end account management methodologies to give you the competitive edge.*

## Data Management Services

### **Data Cleansing**

*While you stay focused on driving higher revenues, we update and correct your database so that you can better identify your customers' needs and make your sales and marketing campaigns more relevant to your audience.*

### **List Broking**

*Reach your target audience in a scalable and cost effective way. LeadMaster partners with you to identify and procure the best quality lists for targeted direct mail, telemarketing or e-marketing campaigns to find new customers for your business.*

### **Data Appendage & Matching**

*LeadMaster helps you gain a more accurate picture of your customers by obtaining all the additional data you need to deliver powerful campaigns that really work.*

**De-duplication**

*Improve efficiency fast. LeadMaster works with data and multiple list sources to effectively reduce and consolidate duplicate records.*

**Data & List Management**

*LeadMaster offers you strategic campaign solutions through our intensive data management processes. We work with you to upload and integrate cleansed data smoothly back into your systems, reducing your costs and maximizing efficiency.*

**Campaign Analysis & Reporting**

*Better target your customers. To ensure that your marketing campaigns reach your customers and prospects on time and within budget, LeadMaster provides intelligent analysis and insight into campaigns with highly effective visual reporting on results.*

**Survey Analysis & Reporting**

*LeadMaster has highly skilled analysts who will transform your data into meaningful information. We present effectual analysis and reporting of quantitative and qualitative survey results to help you focus on building your business.*

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