



Sales Lead Manager



Tracking sales leads can be an arduous task, even for the most diligent of sales and marketing departments. In an environment that involves numerous sales leads, multiple vendors, any number of business partners and several salespeople (all of whom must only have access to their own sales leads) the management of both short and long term opportunities quickly becomes a burden.

Obtaining meaningful ROI statistics from such an environment is a chore and inaccuracies creep in as the tracking and reporting becomes unwieldy.

CPB is equipped with the tools and experience to simplify & automate the management of sales leads, giving you the ability to confidently distribute, track and report on opportunities generated through sales and marketing activities.

Nurturing Sales Leads

Longer term sales leads are often overlooked as the main impetus is on developing and closing short term opportunities, but a well managed nurturing process will ensure that opportunities do not slip through the net and into the hands of the competition! The methodical approach we adopt encourages consistent and meaningful dialogue with viable prospects until the time when it's agreed that a client's salesperson should take over.

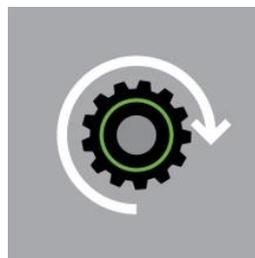
Distribution of Sales Leads

We have developed a portal – the Sales Lead Manager (SLM) – to automate the distribution of sales leads securely and efficiently. This will help you get your leads to nominated individuals, without the need to attach documents to emails, and will give both you and the recipient an accurate point of reference for discussing and/or reviewing sales leads.

Tracking & Reporting of Sales Leads

The SLM has facilities to generate automatic reminders and update requests, thereby encouraging a more disciplined approach to lead follow up.

Individual leads are easy to follow on the SLM and a full range of reports and dashboards also make it simple to track the collective progress, and ROI, on leads aligned to campaigns, vendors, partners and salespeople.



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