

**Speed hot leads to close and uncover unseen opportunities.**

**Maximize return on every marketing investment.**

**Drive revenue and accelerate growth.**

**All via the web.**

The success of your business depends on making strong sales that drive revenue. But making the process work can be tough and time consuming. Leads generated by marketing somehow fall through the cracks and are never followed up by the sales team. Not only are the sales lost, but marketing dollars are wasted. Leads are coming in from all kinds of sources but they are all stored in disconnected databases, so nobody is quite sure which campaign has generated the best results. And it takes days to get a good picture of the sales forecast and even then, you can't be sure it's accurate.

Contact Tracking can help. With the Contact Tracking web-based sales and marketing system, you can track leads in real time throughout the sales cycle, from demand generation to lead closure. You can pinpoint where leads are quickly converting into revenue – and where they're not – to improve future decision-making. The easy-to-use web-based application creates a consolidated knowledgebase of business intelligence accessible 24/7 to players across the enterprise, including call center reps and channel partners.

**Tactical CRM that pays for itself**

**Sales force automation**

**Marketing automation**

**Contact management**

**Virtual call center**

## Close the loop between marketing and sales

As leads are followed up, a journal of sales activity is maintained for each opportunity, with areas for reps to provide valuable feedback, set callbacks and more. Managers can track the progress of every lead and evaluate user activity, introducing increased accountability and transparency into the sales process.

## Ensure timely lead follow-up

Contact Tracking's unique FlexForm™ technology is designed to help you capture data from a variety of sources, including telemarketing, web forms, direct mail, event registrations and more. Leads flow directly into the system in real time and are fully indexed for robust search capability. As leads are entered, they can be automatically assigned to reps and partners, with email notifications to alert them to the new opportunity.

## Measure return on investment

## Robust analysis and reporting

Tracking leads and opportunities is only part of the equation in a successful sales and marketing strategy. These efforts mean little if you don't have the tools to measure the results. By providing intuitive data mining and reporting tools, our system allows you to get

## Anatomy of lost sales

Percentage of trade show leads that are never followed up: 80.

Percentage of time the average sales rep spends selling: 47.  
Amount they spend carrying out administrative tasks: 39.

Percentage of qualified telemarketing leads that have only marginal follow-up: 40%.

Percentage that are never even called: 50%.

quick snapshots in key areas. Find out instantly which leads are being followed up (and which are not). Determine which campaigns are generating the most qualified leads and closed sales to help pinpoint the most profitable programs. Generate a variety of custom and predefined reports, including sales forecasts, and email them to other team members. Download highly targeted mailing lists of decision-makers for seminars and direct mail campaigns. All the pieces of the puzzle are right at your fingertips – just point and click.

## Data mine for marketing intelligence

### Real-world benefits

More than just technology for technology's sake, Contact Tracking is a practical, easy-to-use tool designed to deliver tangible benefits to every part of the team.

#### For sales:

- Basic tasks are automated, reducing time-consuming paperwork and shortening the sales cycle.
- Customer profiling allows sales teams to identify the most qualified prospects, improving customer interactions and resulting in higher close ratios.
- Forecast and pipeline reports support individual and team planning, goal setting and evaluation.

#### For marketing:

- Real-time lead tracking and reporting allows users to see what's working best so that messages can be refined accordingly.
- Knowledgebase and data mining tools facilitate audience targeting for future promotions.
- Additional value-add capabilities such as promotion-specific microsites and online event registration cut down on administrative costs and leverage the full marketing potential of the web.

### ASP convenience

Contact Tracking is delivered via the internet through a subscription-based Application Service Provider (ASP) model. That means significant cost savings for you, since there is no need to invest in hardware, software or consultants. All you need to use the system is a web browser. Within days, you can have your own online sales and marketing system up and running; then you can start watching the sales roll in.

### Find out more

To find out how Contact Tracking can help you build your business, please call us toll free at **602-321-9968** or visit our website at <http://www.contacttracking.com>.

