Factsheet

Get the best out of your leads!

Effective lead management with leadtributor

It's one thing to generate great leads. But it's quite another thing to define what happens to those valuable prospects afterwards – prospects that were won with costly marketing activities. All too often, they somehow fall through the cracks on their way to the channel partners. Or they're not processed any further. Or they end up in multiple complicated Excel lists. They're frequently not processed at all. Why? Because what companies are lacking is a centralized place where everyone involved can view, update and work on the leads – partner managers and distributors as well as resellers. The result: a large part of your sales potential is lying dormant.
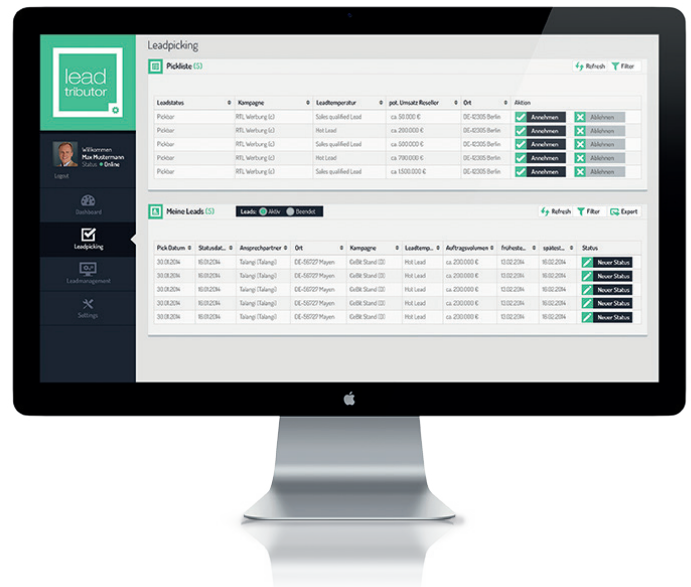
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leadtributor is a software tool that resolves these problems. It can automatically forward leads to the distributor, based on predefined processes that are semi- or fully automated. The web-based system provides access to all the relevant information about the prospect. It includes intelligent matching and push/pull processes that ensure the right partner receives the right leads – fast. It also features a reporting system that obliges partners to work on the leads regularly and provide feedback to the sales team about their quality – how many contacts there are, the level of interest they're showing, whether a deal is on the cards and more.

The lead distribution system doesn't only guarantee fast, high-quality lead processing – it also immediately detects anomalies, enabling those responsible to intervene quickly to resolve them.

Your benefits at a glance:
- Closed loop system provides transparency throughout the lead lifecycle – from the initial contact through to the order
- Ensures effective lead processing, including a feedback cycle
- Resellers, distributors, channel sales, inside sales and key account sales in a single system
- Automatic allocation of leads by partner status, city, expertise, etc.
- Performance analysis of channel partners by close rates, processing times etc.
- Marketing ROI analysis based on concrete figures (quantity of current opportunities, proposals sent, conversions of leads into sales etc.)

You'll get up to 7% higher close rates!

What we can offer you:
- Demo of leadtributor at your offices
- Analysis of your current situation
- Presentation of potential optimization using leadtributor
- Assimilation of your requirements
- Test of leadtributor for up to 3 months

Interested?
Then contact us today!

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