



# **Sales Lead Management Software**

...Win More Sales!

**Sales Lead  
Tracker** 

Sales Lead Management Solution

Sales Lead Tracker® (SLT) is the most comprehensive software solution which helps in handling the various processes of marketing and sales.

Groundwork that makes you **Successful....**

A sale starts with an opportunity which is in fact the result of extensive groundwork. A well managed opportunity is always a very good prospect for sale. SLT helps in managing all the opportunities in an organized and systematic manner. SLT maps the opportunities directly to the products and their related activities in real time.

The opportunities are mapped to the marketing team members, who are assigned to put in their various efforts to win the opportunity. The various tasks like telephonic calls, product demonstrations, sending of mailers, sending of quotations are all tracked according to their incidence. One of the most striking added feature is that SLT also manages all correspondence enabling the marketing team to keep track of all the documents that have been generated.



Sales Lead Tracker® acts as a centralized controlling solution which delegates and alerts the marketing team about the various activities which have to be done. SLT manages and acts as an Activity Scheduler. Every activity schedule is displayed when the marketing and sales team member logs in.

Every groundwork and activity which the team has done receives a proper attention by the SLT due to SLT helps you and your team in reaching the final target of a WINNING SALE....Always.....

## Features of Sales Lead Tracker®

### ◆ Customer/Prospects Management

Details about the suspects, prospects and customers is intelligently profiled, categorized & made available to the marketing and sales team with few clicks.

### ◆ Campaign Management

One can plan different sales campaigns from the list of contacts available with facility of addition and deletion of targets as and when needed. These campaigns may be a mail campaign, email campaign or a tele-marketing campaign or combination there-of.

### ◆ Sales Leads/Enquiries Management

Track all relevant information about every lead/enquiry till you win or loose the sale. Provides information about sales pipeline like leads NOT CLOSED, WON, LOST etc.. There are hundreds of reports can be generated to assess the sales funnel.

### ◆ Correspondence & Email Automation

Automates document / letter / emails preparation with Microsoft® Word & Outlook by using the power of template management. Also provides interface in Microsoft® Word, Excel & Outlook to create documents and emails

### ◆ Greeting Management

Track greeting dates/events such as birthdays, spouse birthdays, anniversaries, etc. of your contacts and facilitates to generate bulk letters/emails etc. to greet.

### ◆ Correspondence/email Management

Profile every incoming and outgoing communication & other documents, letters, emails etc. And maintains an electronic correspondence register and enables quick retrieval based on multiple criteria. One can retrieve communication documents / emails for every contact, lead & sales activity.

### ◆ Sales Activities/ Follow-up Management

Facilitates to define your own sales cycle and track every sales activity done for every lead for every prospect/customer and keep tracks of all follow-ups due.

### ◆ Customer Interaction Management

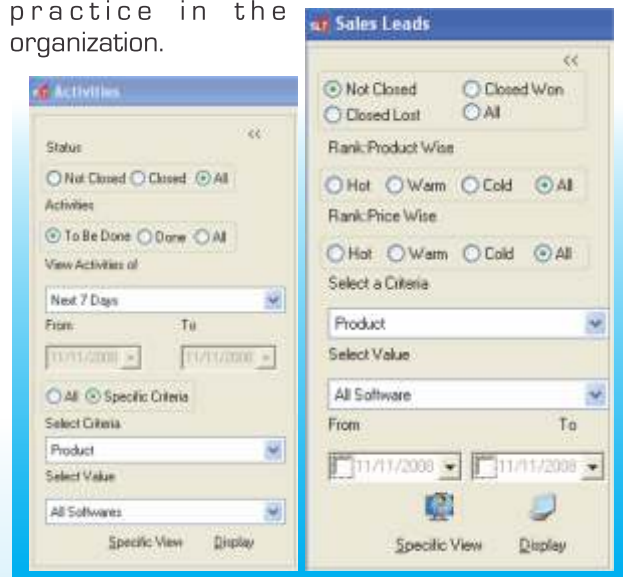
Track every interaction done with a target or a customer whether it is a phone call, a meeting or an appointment etc. For example, who have interacted with whom and what was the outcome of the interaction and when the next interaction is due and also who will be responsible for the same.

### ◆ Marketing Collateral/Template Management

All marketing collaterals and master communication documents and templates can be well organized and make accessible to the authorized sales/marketing team.

### ◆ Quotes/Proposals Automation & Management

Automates quotation creation process from the details of leads/enquiries itself. One can rename it as proposal, bid, estimate etc. as per the prevailing practice in the organization.



# Email Productivity with Microsoft® Outlook

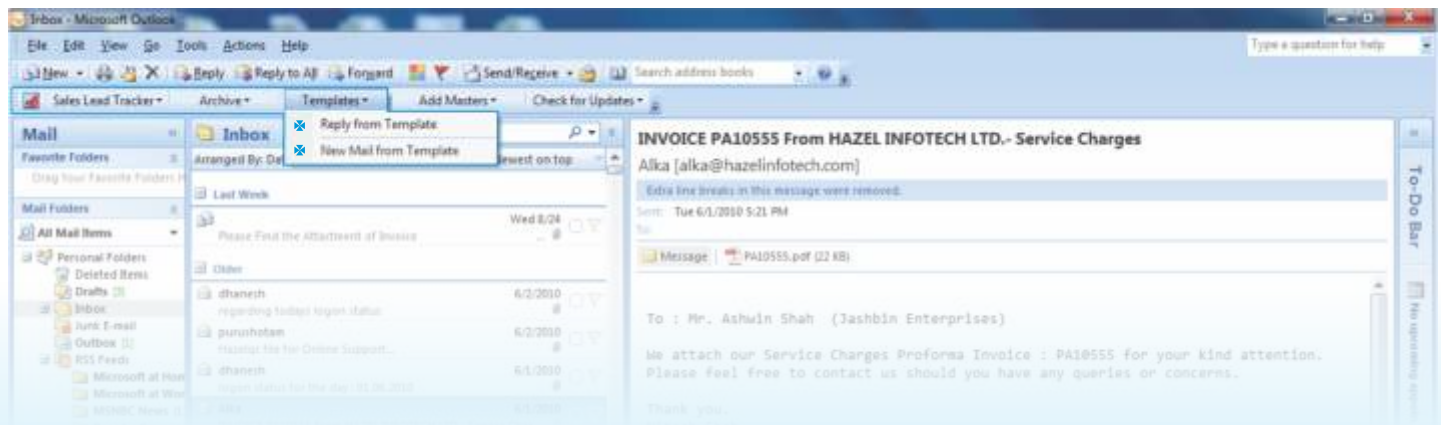
Do these questions sound familiar in your office environment?

- ❖ Where do you save important emails to create records for the organization?
- ❖ How do you store important emails with other documents of the organization?
- ❖ How do you retrieve an important email received years back?
- ❖ How do you provide your email access to colleagues when you're not around?

Sales professionals get stuck when Microsoft® Outlook rules do not help much in dealing with email issues. Sales Lead Tracker® plug in for Microsoft® Outlook, provide simple solution for email archiving and creating records for organization.

This solution not only helps in archival of important emails with other office documents but also provide innovative solutions for email template management that makes creating and replying emails faster. The following list highlights some pain points and solutions there-of.

- ❖ Plug-in sits into Microsoft® Outlook and works well with the same.
- ❖ Archives important emails with options either to move or copy.
- ❖ Creates centralized repository of emails with other documents.
- ❖ Contact centric communication including emails are at one place.
- ❖ Captures templates from existing emails with/without attachments.
- ❖ Simplifies drafting and replying emails by using email templates with/without attachments.
- ❖ Creates Excel sheets to print email records.



## Sales Lead Tracker<sup>®</sup> helps in :

- ❖ Provides effective control over sales follow up/activities
- ❖ Tracks & Automates correspondence including emails
- ❖ Manages your suspect/prospect/customer information
- ❖ Makes follow up fool proof
- ❖ Increases your hold over the sales opportunities
- ❖ Manages all enquiry documents/activities at one place
- ❖ Automates Sales Funnel Reporting
- ❖ Provides precise Sales MIS & Sales Funnel Analysis
- ❖ Monitors sales team performance
- ❖ Enhances sales manager managerial skills..

### Solution

- ❖ Ensures that prospects are followed-up at the desired time
- ❖ Tracks lead history & details about action / interaction efficiently
- ❖ Provides hundreds of queries and reports for won lost opportunities
- ❖ Helps to evaluate the effectiveness of sales leads
- ❖ Organize information about suspects & prospects

### Lead Tracking

- ❖ Real time status update
- ❖ Intelligent lead assignment
- ❖ Cross functional collaborative sales activities
- ❖ Query based MS reporting
- ❖ Consistent & Measured sales success
- ❖ Perfect monitoring right from lead generation to sales closure

### Advantages

- ❖ Maximize your sales efforts
- ❖ Gain control of your sales team
- ❖ Organize leads and streamline follow up
- ❖ Eliminate bottlenecks
- ❖ Increase Sales
- ❖ Drive Profitability

**Fool-Proof Your  
Sales Follow Up  
...Win More Sales!**  
Sales Lead Tracker ensures that you are  
a **winner always!!!**





## Hazel Mercantile Limited

202/602, Unique Tower, Off S. V. Road,  
Goregaon (West), Mumbai - 400 062. INDIA  
Tel: +91- 22 - 4226 4444/2876 4449,  
Fax: +91- 22 - 4226 4440/2876 4494  
info@hazelifotech.com

### Corporate Office:

701/712A, Embassy Center,  
Nariman Point, Mumbai - 400021. INDIA  
Tel: +91 - 22 - 2282 4444/4009 8900  
Fax: +91- 22- 2282 4440/2204 1411.  
info@hazelifotech.com

[www.hazelifotech.com](http://www.hazelifotech.com)

TOLL FREE

1800 103 4440

**Microsoft**<sup>®</sup>  
GOLD CERTIFIED  
Partner



A Groupe  Veritas<sup>®</sup> Enterprise

Agartala | Ahmedabad | Bhopal | Chennai | Cochin | Daman | Delhi | Faridabad | Hyderabad | Jaipur | Kakinada | Kandla | Kolkata | Mumbai | Nagpur | Surat | Vapi  
Accra | Amsterdam | Antwerpen | Cairo | Colombo | Dubai | Hong Kong | Lagos | London | Maputo | Nairobi | Shanghai | Sharjah | Singapore

Copyright © Hazel Mercantile Limited - 2014. All rights reserved and other names & logos may be property of their respective owners and used for identification purpose only.