

# LEAD MANAGEMENT

THE MOST ORGANIZED WAY TO MANAGE YOUR LEADS

**StrategicERP**<sup>®</sup>

Power of Technology Developed by IITians



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



“By using our CRM strategy for your business, you will be able to increase the revenue”

- ✓ 25% increase in Pipeline
- ✓ 30% increase in Sales Productivity
- ✓ 40% increase in Forecast Accuracy
- ✓ 20% increase in Sales Win Rate

✓ **NASSCOM**<sup>®</sup>  
Global MEMBER

✓ **YOUTH CBRE**  
IT Partner 2016

✓ **Gartner Client**  
IT Market Research & Product Analysis 2016

✓ **PRIPRO-TECH**  
Best ERP Solution Of The Year 2019

✓ **CEO Magazine**  
25 Fastest Growing Enterprise Software Companies in India.



✓ **ICT World**  
Best Construction & Infra Software of the Year 2019

✓ **CIO Outlook**  
Top 10 ERP Solution Providers 2018

✓ **siliconindia**  
Brand of the Year 2016

✓ **ISO Certified Company**  
9001:2015 | 12207:2017 | 17061:2013

✓ **CMMI** Level 3 Company

# LEAD MANAGEMENT SOLUTION

“Constant analysis is key in successful selling and when included as a best of practice and performed as a routine, many low producing sales months can be avoided.”

– Steve Cunningham

## FEATURES

- Lead life-cycle
- Marketing campaigns
- Social Ad integration
- SMS & Email
- Calendar

“An effective lead management solution can bridge the gap between marketing and sales teams for more effective results.”

### **StrategicERP -**

Lead management system helps organizations manage and nurture their leads, thereby reducing customer acquisition costs

## **StrategicERP -**

Lead management system helps create processes, to convert prospects into customers, by Capturing, Nurturing and Tracking sales leads. It also helps with Filtering and Sorting leads by stages, priorities and expected revenue.



## **BENEFITS**

- Mail Chimp Integration
- IP – PBX Integration
- Dashboard Monitoring
- Reports & Filters
- FAQs
- Import / Export CSV
- Schedule / To Do List
- Dashboard Monitoring
- Upload Documents
- Comments

More than **600** of our clients and over 1 lakh users benefited from the fortitude of a digital backbone during the lockdown as they were well prepared for the disruptive forces of the pandemic.



We are grateful to StrategicERP Team members for the co-operation in taking our project on Live stage with StrategicERP® modules.



**Mr. Ashish B Jain**  
CMD of Kundan Spaces, PUNE  
Scan QR Code To Watch Client Testimonials



The collaboration among my employees has improved since the time we are implementing StrategicERP in our business process.



**Mr. Amit Israni**  
Director of the Maruti Group, PUNE  
Scan QR Code To Watch Client Testimonials



We are extremely satisfied with automation which StrategicERP has brought in our daily time-consuming tasks.



**Mr. Miraj Yashi**  
Director of Shivam Developers, VALSAD  
Scan QR Code To Watch Client Testimonials



StrategicERP has united our team members to work closely with the other departments in our organization.



**Mr. Sangram Patil**  
Chairman of Tejas Developers, VASHI  
Scan QR Code To Watch Client Testimonials

## Our Locations

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### Range Of Products

#### Real Estate Products

- ✓ CRM
- ✓ Basic
- ✓ Medium
- ✓ Large

#### Infrastructure Products

- ✓ PPM
- ✓ Basic
- ✓ Medium
- ✓ Large

#### Manufacturing ERP

- ✓ CRM
- ✓ ERP 10
- ✓ ERP 100
- ✓ ERP 1000

#### Other Products

- ✓ HCM
- ✓ B2B CRM
- ✓ FMS
- ✓ P2P



Mumbai | Ahmedabad | Pune | Bangalore | Delhi NCR | Hyderabad | Jaipur | Chennai | Doha  
UAE | Africa Continent

Our solutions maximize operational efficiency to increase productivity and ROI