

# LEAD MANAGEMENT

THE MOST ORGANIZED WAY TO MANAGE YOUR LEADS

**StrategicERP**

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** Best ERP Solution of the Year 2016
- ✓ **YOUTH CBRE** IT Partner 2016
- ✓ **Gartner Client** IT Market Research & Product Analysis 2016
- ✓ **PRON-TECH** Best ERP Solution Of The Year 2019
- ✓ **CEO Magazine** 25 Fastest Growing Enterprise Software Companies in India.



- ✓ **Best Construction & Infra Software of the Year 2019**
- ✓ **CIO Outlook** Top 10 ERP Solution Providers 2018
- ✓ **siliconindia** Brand of the Year 2014
- ✓ **ISO Certified Company** 9001:2015 | 12207:2007 | 27001:2013
- ✓ **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
- Calender

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

### **StrategicERP -**

Lead management system helps organizations in managing & nurturing their leads, and thus reducing the customer acquisition cost.

## **StrategicERP -**

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



Figure – Lead Funnel

## **BENEFITS**

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

# Our Association With More Than **500+** Esteemed Clients, Encourage Us To Provide Industry Specific Resultant Solutions



## Our Locations

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UAE | Africa Continent



### 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

“StrategicERP” Solution suits your budget thus maximising your Return on Investment.