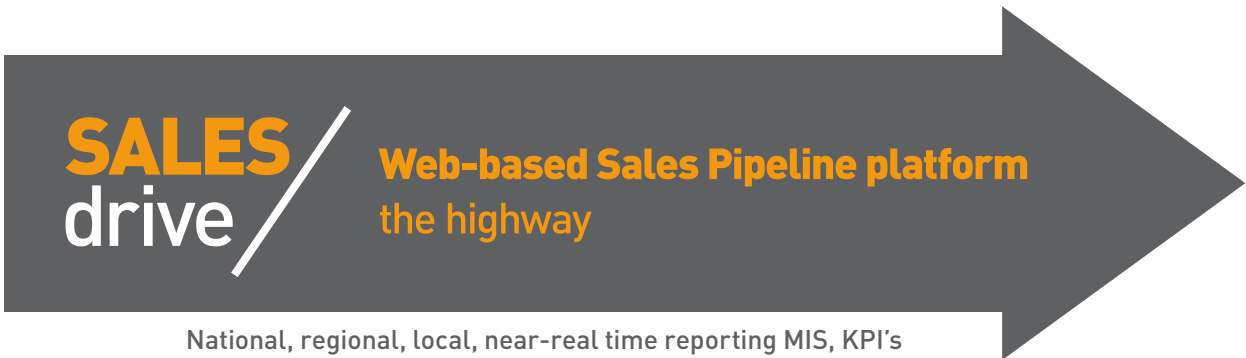


Fully integrated Lead Management - bringing telemarketing and sales teams together

What is SALESdrive?

It is a fully integrated sales pipeline, lead management and management information tool that is designed to be a total software solution for any business that uses telephone marketing to support field based account or business development managers.



Prospect data
the fuel

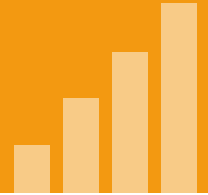
Your data
Our data
Combined data

Appointment setting
the engine

Your telemarketing team
121 Call centre
3rd Party call centre
Combined parties

Your sales team
the destination

Your prospects
Insight & intelligence
Real time value



How does it work?

Linking your prospect data, telemarketing and field based teams using a single web based system can dramatically increase efficiency and insight – no more data matching between different software platforms – just a single integrated whole. Track the full contact history for all your customers and prospects – from original data load through to deal completion. Monitor and understand your sales pipeline every step of the way.

It is designed to link telemarketing and field teams effectively, SALESdrive seamlessly integrates with your existing systems and processes from diallers to Outlook minimising waste and maximising opportunity every step of the way.

Why is SALESdrive unique?

It is the only system out there that is bespoke and can be tailored to your company's needs. We don't try and fit your requirements to our system – it's you that defines what you want the system to do and we quickly deliver that specification.

Whilst the core system structure exists, we work with you to give you the 'flesh on the bones' that you need. And because we recognise that evolution is natural, we'll be there with our dedicated support teams to refine and support you through the enhancements you may require.



What are the benefits & features of SALESdrive?

Management reports

SALESdrive provides you with any management reports you want – highlighting what works, allowing you to refine and rework what doesn't. With hierarchical access your agents and sales people see what you want them to see – managers can view the entire operation in single, digestible reports.

Real time

It's all in real time, you can login to see what's happening right now with your business development teams. How many leads have the telemarketing teams generated? Have the field teams sat their appointments? What's coming as new business? Whether from desktop, laptop or smartphone – always be on top of sales performance.

Tried and tested

This is a system that's been developed, enhanced and refined over 5 years by real users on real integrated marketing campaigns. No one could provide what we wanted – so we developed it.

Safe and secure

This system is totally safe, secure and reliable and is the bedrock of our own lead generation teams, used to support business development campaigns for insurance, banking and accountancy clients.

Summary of benefits & features

Security

Web-based

All your key customer and prospect data held centrally and securely – not threatened by staff movement

Password-protected

User-access levels

Determine access levels for various users on a "need to know" basis

Scalability

Management of internal and external telemarketing resource from a common platform

Allows users to manage multiple telemarketing providers

Customisation & Flexibility

Multiple Data Sources

User-defined pipeline management

Sales process levels

% probability forecasting to drive sales forecasting models

Customised and specific workflow

Extend SALESdrive to cover an outsourced sales force

Monitor outsourced sales teams:

by region

by office

by team

by individual

Gain insight into leads and opportunities at every stage of the workflow cycle

Single Platform

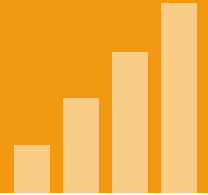
Benchmark all telemarketing activity based upon your KPIs

Transparency

Total transparency throughout the marketing process from data introduction to external sales performance monitoring "Real Time" Management Information

Document version control

Ensure sales teams have access to the correct version of sales literature and other documentation through the web



Contact us

For any questions or for one of our managers to come and speak to you in person about SALESdrive please contact us:

Ian Willis

0161 919 9610

salesdrive@121customerinsight.co.uk

121 Customer Insight

**34 Modwen Road, Water's Edge Business Park,
Salford Quays, Manchester, M5 3EZ**