

THE OPTIMIZER HANDBOOK:

HOW DOES

LEAD MANAGEMENT

HELP BUSINESSES?

When a business is serious about customer relationship management, commonly known as CRM, having the proper lead management program to help develop a business size strategy is critical to its success.

Once a company develops a great management program that is geared around a strategy of reducing costs and increasing profit by creating solid customer loyalty and a solid customer base, the programs should work together with a successful optimized lead management program. It should bring together all of the data sources within a company and give a solid picture of the customer in real time.

With the lead Optimizer management program for your business, employees can optimize sales as well as customer support and marketing in general. This tool can also allow them to also make appropriate decisions on many things, including outselling opportunities and cross sales in order to target strategic marketing opportunities as well as cultivate strategies for competitive tactics.

The right kind of lead optimized management program will also give you the flexibility you need to empower and create an automated campaign with less effort, developing quality leads you may not have had otherwise. This type of multi-channel management will allow you to execute multiple programs at once, including web, email, mobile and the ever-growing social media market. What this type of lead generation software could do for you includes:

- Take an outdated email marketing campaign and make it a dynamic tool that automatically fosters deep prospects of relationships
- Drives the demand through an inbound marketing channel with online and social media content that results in a more powerful campaign
- With pre-built integration, it can streamline events with reminders and personalized invites through your webinar providers

It boils down to increased leads that result in a larger customer base. These capabilities take you from simple lead generation programs to an ongoing program of nurturing and scoring leads. Once you have developed a defined sales process and have chosen the best CRM program, this could be the time to begin a definite optimized lead management program that will become a valuable tool in your own business. Your sales leads should flow successfully into a business funnel where the CRM can work to schedule calls, emails, tasks and other duties that are, in turn, organized and maximized by the optimized lead management tool.



of marketers pass leads onto sales with no qualification or plan



of all companies have no formal process for re-engaging, managing, or nurturing leads after a sale

An optimized lead management program is not just a lead generation tool that works to handle CRM successfully. There is an important distinction between the two that requires a variety of lead generation modes, such as blogging that will support lead generation, networking and list buying that will both help pump the CRM full of sales leads and optimize your advantage over competitors.

Many times, a company purchases a technology package to enhance CRM and then wonders why sales do not go up. It is usually because of the length of time required to adapt to a different sales model that will see overall increased profitability. However, in addition to the program, you will still need quality lead generation. While CRM and lead management are two entirely different tools, they must work together somewhat in order to build a successful sales model. Optimizing the program is where you will begin to see a difference in the profit of a campaign.

A large company will naturally generate many leads, and optimizing those opportunities through data to reach many solutions could be what is holding you back in realizing successful scores on leads. If your business is a franchise with many employees and varying software solutions, how you manage the number of leads and contacts that are required to successfully manage the program could determine the overall success of your franchise and what it represents to brand owners. Without the ultimate optimization tool, the backlash, training, downtime, frustrations, arguments and ultimate failure is likely to be what a business owner will face.

Determining how to accomplish your goal for optimized lead management is being able to handle a large scale of data and distribute it successfully to reach other solutions within a business. Ensuring the data reaches the destination in seconds, not hours, is the first step to optimizing the lead management program of any business.

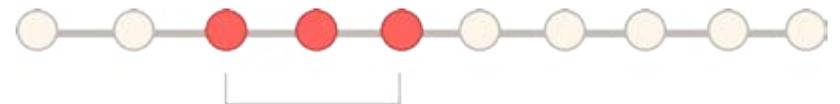
REQUIREMENTS FOR OPTIMIZATION OF LEAD MANAGEMENT

First and foremost, you must capture the data from websites, phone calls, distributions centers, direct mail and landing pages. If these requirements sound like too much, it is what most corporate clients want and need to succeed. That fact alone should get you going.

Next, have the ability to perform several types of data transmissions. For example, HTTP posts for CRM's as well as XML. For older CRM programs, rely on GET or SOAP post. For certain vertical packages, try ping and post.

For those sales franchises or teams that have no solid CRM or optimized lead management program in place, continue to deliver your data and leads by email and in-bound calls in real-time with call routing. Track and record your calls and organize the system by setting up call flows. Always track your data in order to keep up with other solutions that could ensure good delivery. Be able to measure the data that is delivered by tracking ROI and other activities.

Few companies can combine all of the features into one program or solution. Most lead management programs are designed to build on parts of them. If you are considering implementing an optimization tool for lead management, it could take time to integrate what is required and you should determine for yourself what your needs and goals are within a company that are necessary and work to optimize your system internally. Proper lead management can be the secret to success for a company, but integration to an optimized program must be considered to determine if it fits your business.



30-50%

of sales go to the vendor that responds first.

GROWING PAINS

More than likely, your current system is typical of most business systems. An outside developer or a team is relied upon who have built upon the existing system over time with component or program on top of program.

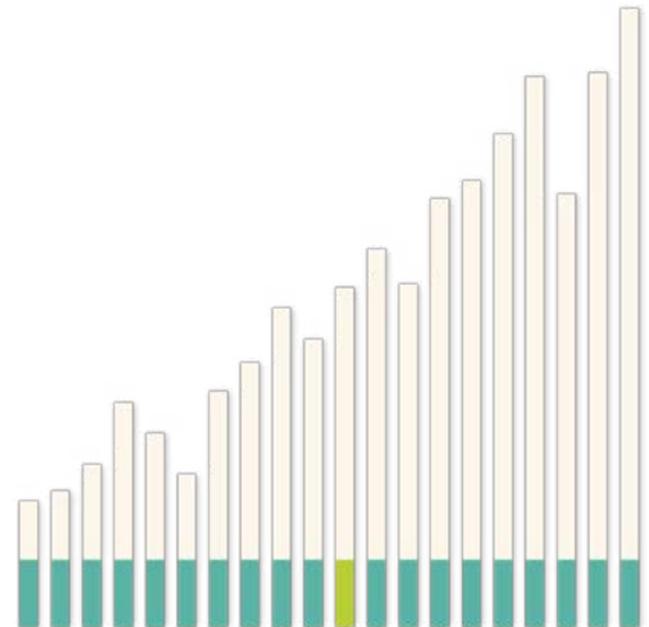
Because of growing and fast-paced technology, these types of growing pains cannot be ignored. You likely experience frequent outages or technology down times. The time lost is cumbersome and updates, or getting new lead sources could take days. There are also manual functions that must be used in order to retrieve or report data changes. Over time, you likely could even experience complete breakdowns in an outdated system without an optimized lead management program.

If these types of problems sound all too familiar, it is probably a good idea to begin to build a program of optimization. Determining whether to build on your current programs internally or going with an outside provider are just a couple of the choices to be made. However, there really is no way of determining what is best since company's vary in their requirements for a good optimized lead management programs.

Growing your business is a top priority and many companies believe that is achieved with more leads. In fact, without the proper lead management program, it really makes no difference how many leads you have. Managing your sales leads and optimizing those opportunities is where success is determined.

Many companies push lead generation and some department heads still believe that large numbers of leads are better than a small number. Truth is, a large number of bad leads will be time consuming and not produce successful numbers. If you have leads that result in high numbers, your automated optimized lead management software should follow up the leads, and work to categorize them into different campaigns. Your job is then to generate the sales from those leads.

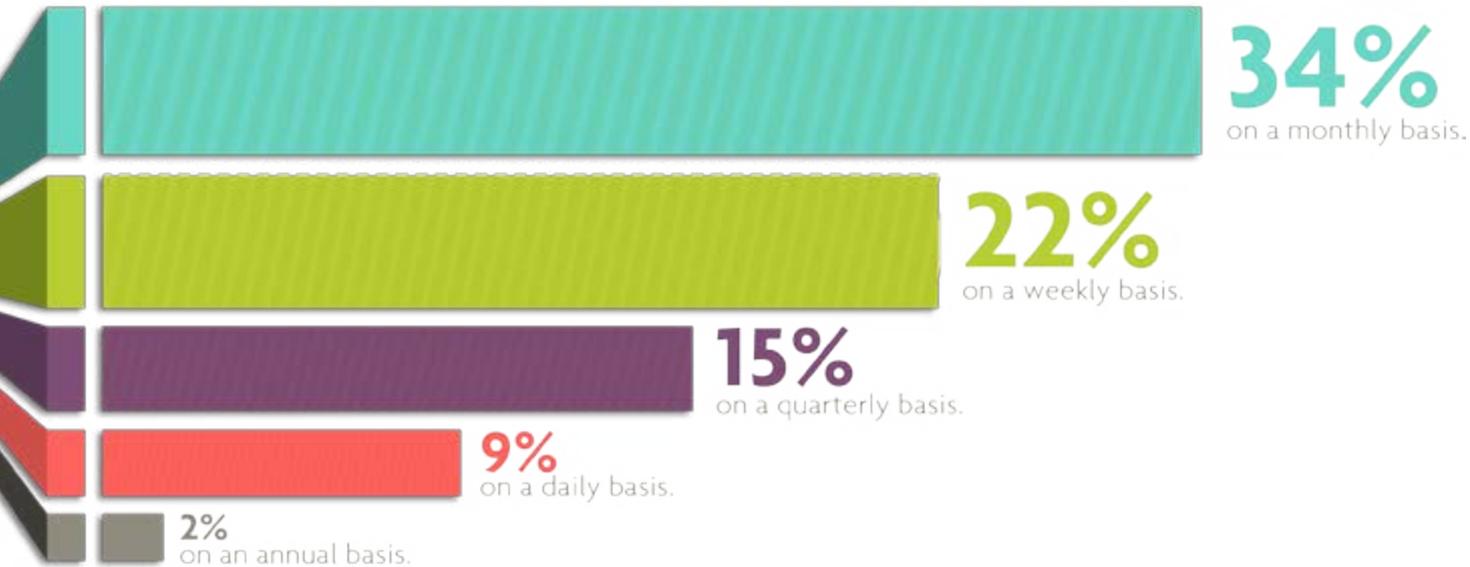
If you are searching for a smoother workflow and a lead nurturing campaign that is built to work together, optimizing your lead program with software that can seamlessly provide that service is where you want to be. It could result in a faster growing company with the results you are seeking.



LEAD NURTURING

For many companies, lead nurturing is much like nurturing a baby. The key to any good lead management is nurturing. A built-in nurturing program will automatically send emails and schedule calls for a sales team. This leaves nothing to chance or forgetfulness. An optimized lead management program makes a complex workflow easier and moves the leads in an efficient manner.

You have probably used countless numbers of programs if your company is established. Some may have worked for you, while others did not. Some probably failed due to lack of nurturing or they were in need of further automation or rules. Others may have been so complex that they were just too expensive or too difficult to train or customize.



MORE ANSWERS

As with any software change within a company, there are bound to be questions. The first in instituting any new or more developed program should be whether you need more lead generation or just better lead management.

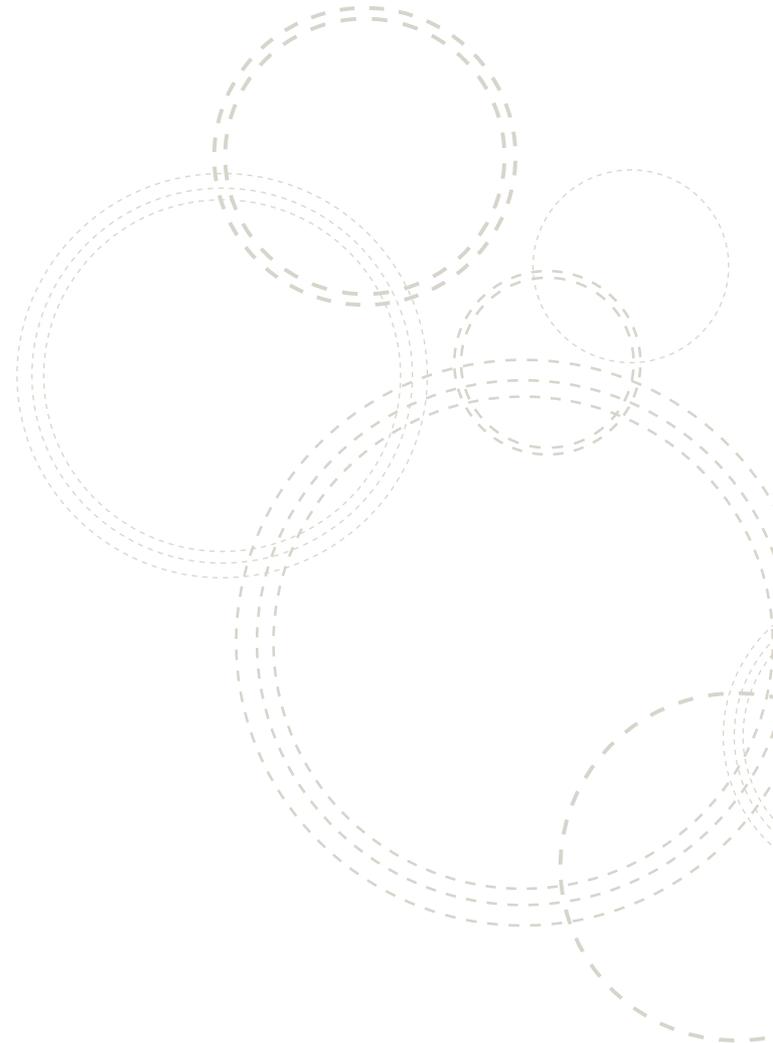
Ask yourself these questions:

- Does your business get leads every day
- Is there currently a system that follows up those leads
- If you saw increased website traffic, will it likely result in increased sales
- Does your website offer a lead capture form
- Are you constantly measuring the effectiveness of sales and trying to improve on it
- Does your team use a CRM that moves sales through a funnel to proper channels
- If leads increased tremendously, would it overwhelm you or your system for how to manage them
- How many efforts do you make to follow up a lead before giving up

Completing these questions with your own answers will help you determine on the improvements you might need to make. Focusing your sales team on a new process or an optimized lead generation program could be the breath of fresh air your sales team needs to get motivated again.

An improved sales process comes from good lead nurturing and an optimized lead management program that can grow your business and improve sales. For many businesses, it has proven to be the game changer that creates a large impact on overall performances by sales teams and individual workers.

A lead management program not only benefits big companies. A small one will realize the same impact and could have the leading edge in a market that leaves other small-owners wondering how they became more profitable. An automated, optimized program is available to all businesses regardless of the industry or size.



HELP DRIVE MORE NEW BUSINESS



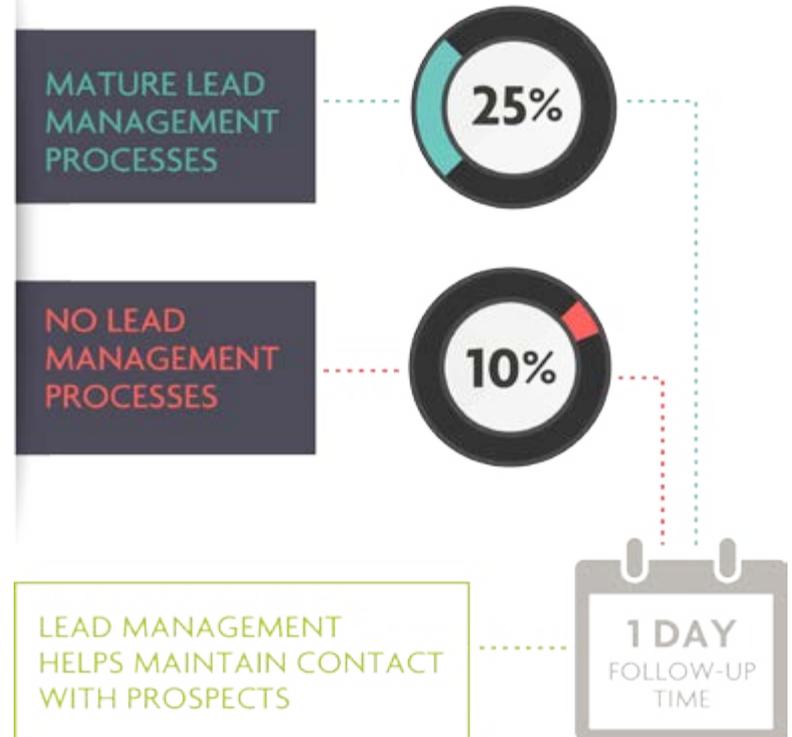
Capture Leads
from multiple sources
and channels

**Apply Consistent lead
management process**
to all leads from
all sources

SAVING TIME AND MONEY

One of the smartest decisions a company can make is in how to save time and money in order to become more productive. Discovering how to do it while increasing profitability and sales in a tough economy is enough to increase the concern of any business owner.

With the fast-paced edge of optimized automated lead management tools, the present market has seen results in technological advancements that have helped companies maneuver through troubling financial seas and served as a compass in ways to improve and generate leads. Optimized lead management programs have also served many sales teams in the proper training of how to follow up leads properly in a way that is more timely and ultimately more successful.



CONCLUSION

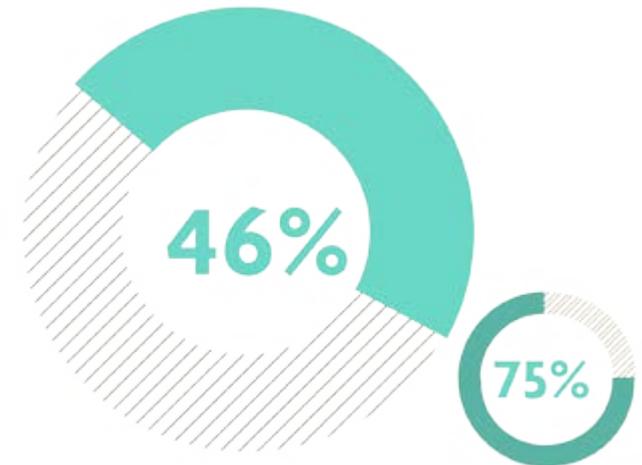
Most every type of optimized lead management program application has its own specific objectives and goals. These are the most common and should represent your desires if they are applied:

- The software should work to create increased sales leads from a website that represents interested clients
- If the lead is a new one, the system should create the tasks that are specifically related to the individual leads and direct them to phone calls, follow-ups, as well as a member of the sales team
- The program should successfully notify sales people of all new leads and additional interests that are generated by any sales lead
- The program should also notify a sales management person or team and move that designated person to follow-up in a timely manner

Putting it simply, automating and optimizing your sales lead management system could help you reach the above goals more efficiently, and more importantly, be most cost effective.

The benefits of implementing a good lead management program that is optimized for your particular business is that it will work together with your marketing department through a number of different processes. It will provide tools for tracking and measuring your effectiveness, determine how successful advertising campaigns have been and create and nurture a lead automation that will not allow any lead or response to slip through the cracks.

It amounts to increase efficiency within a company. Optimizing a lead management program will help you score more leads, identifying them and directing them to the proper sales team immediately. Optimizing will work to nurture any campaign and help to process and motivate a sales team to action, working quickly and more cost efficiently. This, in turn, saves you time, thus giving you the ability to concentrate on other important issues. Additionally, it gives you the security of knowing you have the help you need in developing and optimizing your sales department.



46% of marketers with mature lead management processes have sales teams that follow up on more than 75% of marketing-generated leads.