

# 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

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

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

## FEATURES

- 1 Lead life-cycle
- 2 Marketing campaigns
- 3 Social Ad integration
- 4 SMS & Email
- 5 Calender

*The \*astCRM – 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.*



## Benefits

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