

SALES LEAD MANAGEMENT SYSTEM





“

Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.

– Steve Jobs

Sales Lead Management System HELPS Sales Person SOLVES their problem to collect, record, follow up and tracking the sales opportunity BY providing simple but comprehensive system THAT IS BETTER THAN manual recording and tracking BECAUSE it improves time-to-sales and eases to search potential customers and sales leads and reduces the loss of sales opportunities.



WHY THIS IMPORTANT



Data Management

Scatter data, un-integrated with other system, from many sources, with different formats



Data Tracking

Not easy to track history data, data is not related one to another



Data Analyzing

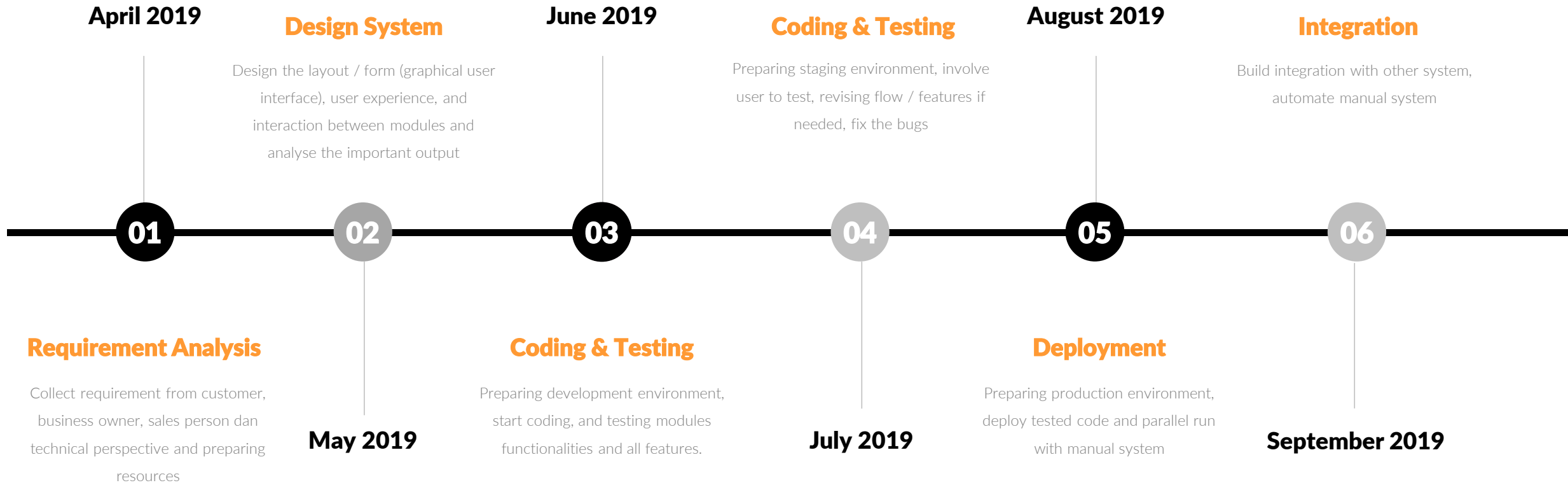
No tool to analyze data, data is not well structured, facts/decision is difficult to make from the data



Customer Loyalty

Digging the internal data is the easiest way to generate the lead, customer loyalty is key to company to sustain

IMPLEMENTATION



Sample

Unpaid

1 >

Undelivered

0 >

Need to be Followed Up

8 >

Check Stock

Unchecked

1 >

Need to be Followed Up

3 >

Follow Up

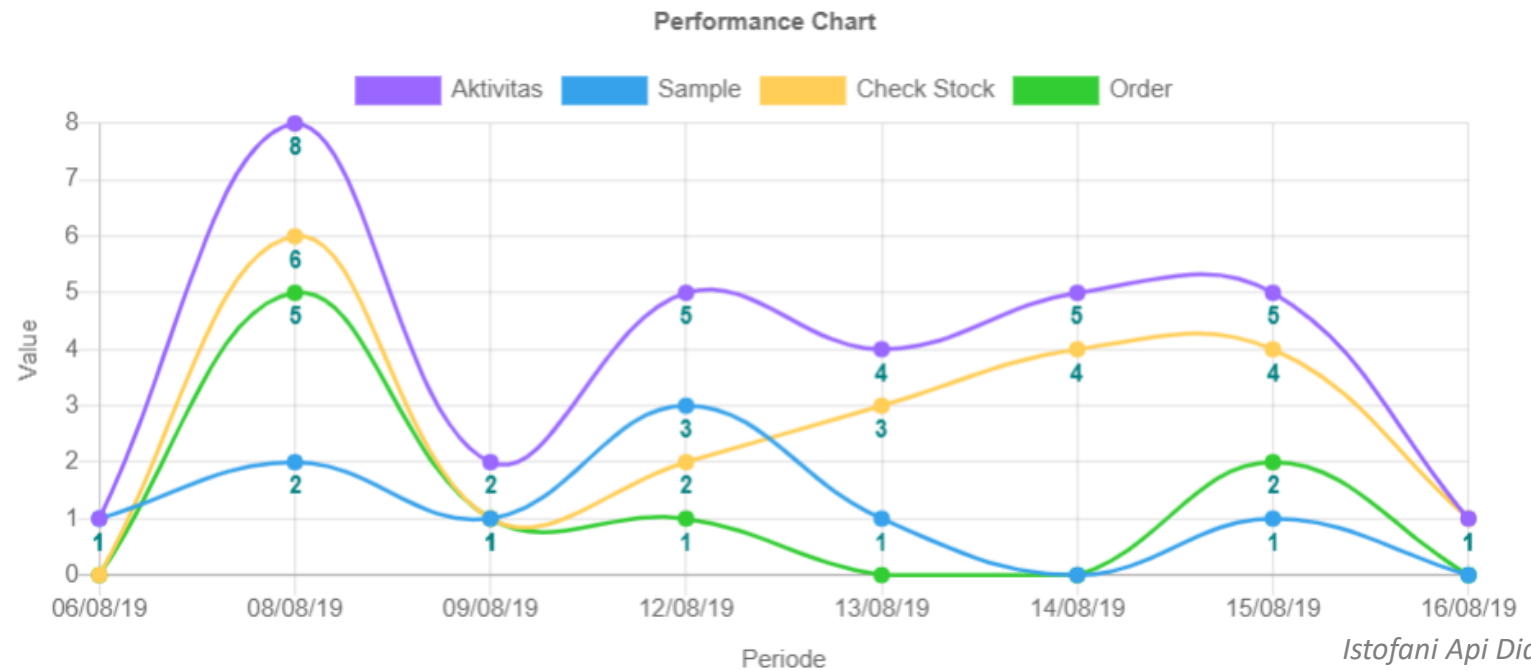
New Follow Up

0 >

Unclosed

3 >

Performance Chart









Data Customer

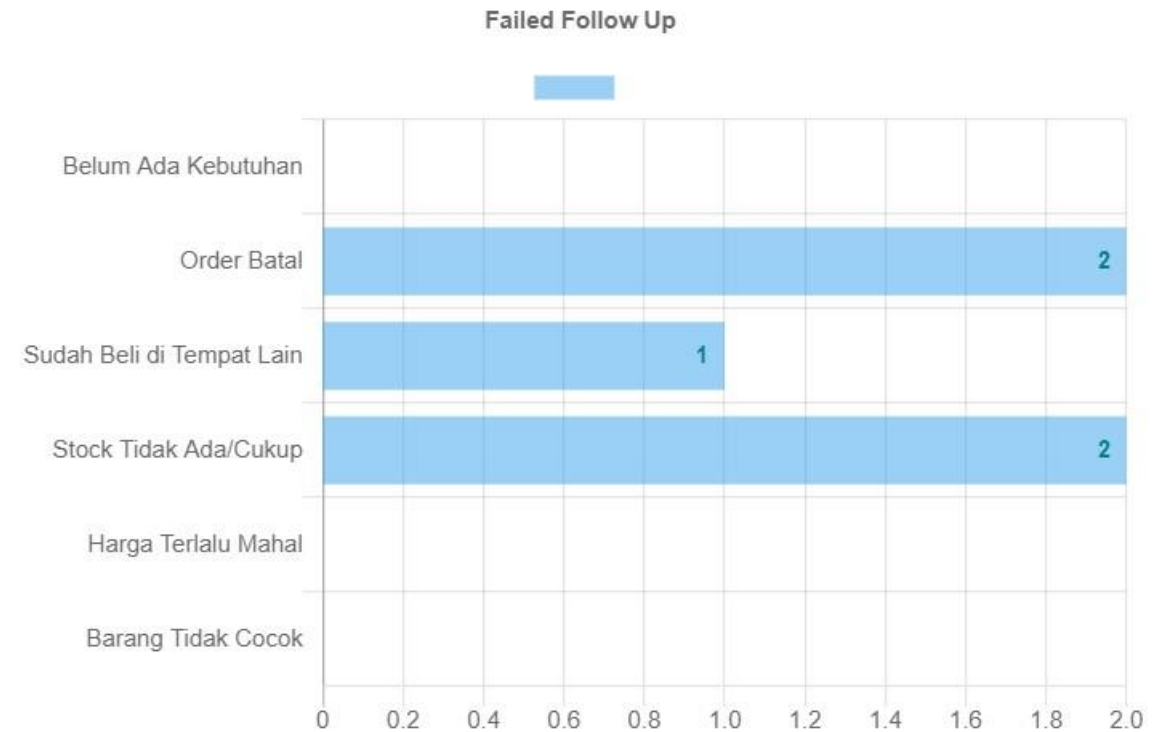
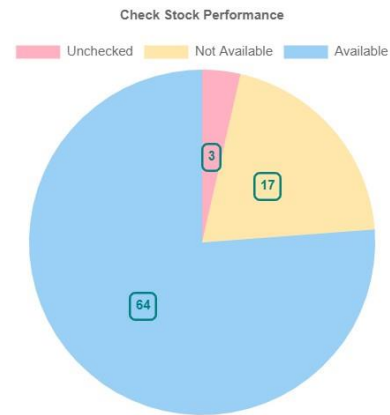
 Add

Show 10 entries

Search:

CUST ID	NAME	PHONE	EMAIL	ADDRESS	ACTION
15401	Aditya a romansa	081932099339		jl tebet barat dalam 8a no 7b, tebet, jakarta selatan 12810, Tebet, Kota Administrasi Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia.	 
15322	Anita Hasim	081318597335		Discovery Terra Blok A No.58, Bintaro Jaya (Belakang RSPI Bintaro), Pondok Aren - Tangerang Selatan Banten 15227, Pondok Aren, Kota Tangerang Selatan, Banten, Indonesia.	 
15355	Annisaa	081908975702		Perumahan serenia hills, blok venture barat 42 (masuk dari perum villa delima, dekat foodhall villa delima), karang tengah,kel. lebak bulus,kec. cilandak , jakarta selatan, Cilandak, Kota Administrasi Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia.	 

REPORT



OUTCOMES & RECOMMENDATIONS

86%

Outcomes



Recommendations



Automation

Improve communication with suppliers, vendors, customers and between sales persons and sales support



Integration

Integrate with other modules / channels, improve interoperability



Generalization

Make a general specification for general use of sales lead management



THANK YOU



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