

Lead Management

Every year, American businesses spend billions on advertising, publicity, trade shows and other promotions, all for the purpose of generating sales leads. Yet, even though each lead costs about \$150 to generate, the truth is that fewer than 13% of all leads are ever followed-up by a sales person. Viewed another way, 87% of all leads go unanswered—87%! And the relationship of leads to new business is almost never measured conclusively. Our comprehensive, six-step *Lead Management System* is designed to correct this.

Six steps to comprehensive Lead Management

1. Program Development: This is essentially a planning stage. We work with your organization to define the path—from beginning to end—that a lead should follow to produce the results you want. We also quantify how many leads are needed and when.

2. Qualification: Criteria are developed for identifying and evaluating lead quality. Leads are separated into pre-defined categories. These categories determine the appropriate response, leading us to the next step—

3. Response: Leads will receive the response determined by the program development process. Literature and product sample requests will ship within 24 to 48 hours. Requests from competitors and key customers receive special handling.

4. Distribution: Only highly qualified leads are sent to the sales force for follow-up. Leads are sent electronically and can be linked directly into *Contact Manager* or sales force automation systems anywhere in the world.

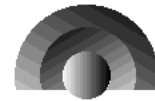
5. Tracking: All leads are tracked to a final disposition. You will know which media (advertising, trade show etc.) are generating sales, allowing you to make informed decisions for allocating resources. And you'll know if your sales force is acting on leads and making sales.

6. Reporting: All components of the program are carefully monitored and supported by comprehensive reports issued on a predetermined schedule or on-line.

Call us for information on how lead management can “close the loop” between your marketing communications programs and your sales staff. We'll follow up.

Call Joanne Kuchera at 800 987 8770 to find how our *Lead Management Services* can work for you.

Our comprehensive, six step, lead management program “*closes the loop*” between your marketing communications program and sales results. IMC's web-based systems allow global distribution and access to information



IntegratedMarketingConcepts™

3724 Crescent Court West
P.O. Box 229
Whitehall, PA 18052
610 437 4000 • 800 987 8770
FAX 610 437 5212
Email: info@integratedmc.com
www.integratedmc.com