

Scribe Insight *LeadPak* for SalesLogix

Respond Quickly to Leads

Inquiries from potential customers contact your organization every hour of the day. Ensure they are all captured and your salespeople are notified so the "hot" ones are quickly contacted.

Notification of incomplete information

Alert the marketing or database administrator of leads that are added with incomplete information or utilize data enhancement services.

Keep Sales Teams Informed

Capture a second or third inquiry as a Lead and update the Account Activity capturing that important history. Notify sales so they are quickly managing the "hottest" leads.

Improve Lead Conversion

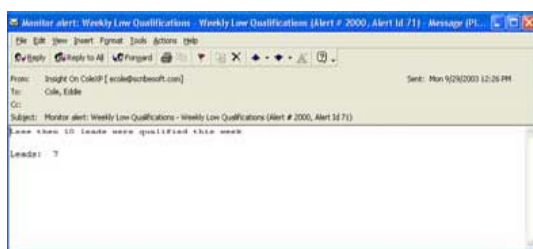
With Scribe Insight you can execute faster and more completely by squeezing every dollar out of your lead generating investments. Because leads are in your new CRM system in real time, you can now leverage the benefits of SalesLogix plus Scribe Insight's business activity monitoring.

Business Activity Monitoring

The Scribe Insight LeadPak provides proactive prospect activity monitoring that send alerts to your team for rapid response and follow through. With Scribe's monitors and alerts, your sales team will consistently outmaneuver the competition. Proactive alerts can be set for activities such as:

- Lead traffic above or below target
- Lead qualifications above or below target
- Lead from strategic account
- Lead from existing account
- Lead not contacted within target timeframe
- Lead with specified activity requested
- Lead qualified above revenue \$ threshold

These alerts are distributed in real time to the email of the right person for follow-up, including the assigned sales representative, your strategic accounts team, sales manager, or sales executive.



Return on Investment

With the Scribe Insight LeadPak, you improve your ability to capture every lead, quickly getting it "into the hands" of your sales team so they follow-up fast- before the competition and notify the right people when leads are dropped increasing the chances of successfully converting more leads to paying customers.

Gain Customer Intelligence

By capturing your more complete and cleaner inquiry activity into SalesLogix, you can combine critical prospect information with your sales productivity system. Bringing these together not only supports better decision making, but enables your entire team to instantly act on those decisions, taking your sales and marketing organization to a whole new level of execution, a level your competition will be unable to meet.

Standard Reports and Views

Scribe's LeadPak for SalesLogix will provide you with a comprehensive list of standard reports and views including:

- Total lead traffic
- Total leads by lead source
- Totals leads by product interest
- All dropped leads
- Average number of activities to convert a lead
- Average time to follow-up on leads

The reports and views can be generated by salesperson or territory.



Now, whether your leads come from a trade show or your web site, your sales team will have the **power to quickly respond and maximize their prospect interaction.**