

*According to recent studies, highly aligned organizations achieved an average of 32% year-over-year revenue growth – while their less aligned competitors saw a 7% decrease in revenue. You need a tight alignment between sales and marketing.*



Lead management is alive and well, and companies that fail to use it properly could be in big trouble, according to Gartner Inc.

Speaking at the Stamford, Conn.-based IT analyst firm’s annual Customer 360 Summit, Gartner research director Chris Fletcher said companies could face extinction if they don’t tap the full potential of lead management.

- techtarget.com

## Business Problem

Company’s sales force needed a centralized place to store and share information, as much of the sales staffs were dispersed across geographic sales territory. “Having critical information scattered in Word, Excel, and other programs was somewhat chaotic all the times,” said Sanjay Kumar, IT manager. The worst part is, when the sales head has to call the team every morning for scrum meeting to get to know what his team is scheduled for today. Or, when he has to define the schedule for his marketers (including tele-marketers & field force).

Company also identified the need for better business analytic tools to support sales reps & management to measure the effectiveness of marketing sources, pipeline of prospect stages etc.

There has always been a problem when a sales person leaves the organization or is on a leave for few days and nobody else has any knowledge of prospect conversations. Hence, the staff is not able to answer queries from the prospects - giving them a good reason to contact our competitor.

## Solution & Result

After a careful evaluation, we decided to partner with Kenovate Solutions for Leadomatic. Against our belief, the system was ready-to-operate within 24hrs. Our sales staff is now able to share leads & critical contact information with each other which improved team collaboration and actually helped our company to shorten the sales cycle.

Interactions / conversations are better managed through-out the process as lead/opportunity progress to the final closure. We stayed with our own sales process but moved from person-dependent to systematic operations now. Today, our sales head know what his team is working on and the team knows what their schedule is, which opportunities they need to work on and even catch up with old cases – **to close more deals!**

No critical information scattered in Word, Excel and other programs. A better tool to support sales to close more deals and let management watch sales proceedings.

Sanjay Kumar  
IT Manager

