



Wyvols Court
Old Basingstoke Road
Swallowfield
Berkshire
RG7 1WY
Tel +44 1189880237,
Fax +44 1635 528276

Lead Qualification & Distribution BluePrint

Purpose of the BluePrint

To provide LQ&D based on customer chosen criteria to Direct Sales, Partner sales and Telemarketing

Features

Landing Page for LQ&D Survey
Lead Qualification and Ranking into A, B,C & E categories
Forwarding of A leads to Direct Sales contact
Forwarding of B Leads to Partner or Telemarketing Channel
Forwarding of C Leads to Telemarketing or Partner Channel
Updating of Contact Profile with Lead Ranking
Follow up email web page to close loop on lead after 1,2 & 4 weeks if no feedback
Web Page for Direct Sales to update lead status
Web Page for Telemarketing to update lead status
Web Page for Partner channel to update lead status

Contents of BluePrint Package

BluePrint for version 4.2 of Pivotal MarketFirst
LQ&D guide for using Blueprint

RRP

£1500 + VAT without customization
Quote + VAT with customization & Integration

Make Great Marketing Together
info@theenterprisecompany.co.uk