

Your FREE sales lead management assessment has four components:

Lead generation techniques. How effective are your current programs at generating desirable inquiries among your target markets — architects, builders, dealers, contractors and/or homeowners?

Lead qualification. What tools and processes do you use to respond to, qualify and prioritize the leads you generate? How can they improve?

Lead distribution. How efficiently are leads disseminated to your sales channel — inside sales reps, distributor/dealer staff, and contractors — and what do they do with the leads they get?

Lead measurement. What information are you gathering at each step in your lead management process? How can it be applied to make smarter marketing and sales decisions?

All the information DataBanque needs to conduct the free sales lead management assessment can be gathered in brief conversations with the key members of your marketing and sales team.

Over 70% of leads are never acted upon, typically because they do not reach the right person or organization at the right time.

Gartner Research, Oct. 2002



Building products manufacturers spend millions of dollars each year to generate interest in their products through advertising, trade shows, direct mail, e-mail — the list goes on, BUT . . .

How much focus is given to turning those inquiries into prioritized leads that are meaningful to the distributors, dealers, and contractors who sell your product?

How can you ensure those leads are actually acted upon?

How can you gather the information on lead quality and close rates you need when planning for next year's marketing budget?

Let DataBanque help you see your lead management process a little more clearly.



5500 Brooktree Rd | Suite 200 | Wexford, PA 15090
1-412-548-1010 | Fax 412-847-0130

In a recent survey, 56% of responding executives said they had no formal process for generating, qualifying, certifying, and validating leads.

BPM and CMO Council, 2004.



DATABANQUE

DataBanque combines industry expertise, customized lead management processes, and proprietary technology to deliver a **complete outsourced lead management service** to building products manufacturers.

DataBanque helps building products manufacturers get the most from their marketing dollars by responding to, prioritizing and distributing the leads to maximize the likelihood of a sale – to an internal sales team, distributor, dealer or contractor. We follow up to understand the outcome and then report on how effective your marketing spending is at generating sales.

We work with some of the nation's largest building products manufacturers to help them navigate the increasingly complex lead management maze.

Take the first step and allow us to provide a comprehensive Lead Management Assessment free of charge.

Call **412-548-1010**.

see clearly now.

Call

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or visit

www.databanque.com



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of your current processes and
specific recommendations for
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