

# The Flexibility to Scale, the Power to Convert

clickpoint®

Lead Manager™  
with Sales Engagement



ClickPoint Software enables sales driven companies to drive more revenue from their most valuable assets: sales prospects and leads. Their premier product; ClickPoint Lead Manager™ is a solution that automates much of the sales process, helping salespeople move between inbound and outbound sales calls seamlessly. ClickPoint allows salespeople to do what they do best: communicate with potential customers and focus on making sales, not managing complex software. ClickPoint Lead Manager is designed for high velocity inbound and outbound sales environments across many industries that demand transparency between marketing and sales departments. With the addition of ClickPoint RingResponse™ sales teams can increase lead conversion rates by 2-4X.

## Quickly Scale Sales Teams by Maximizing Performance

- Ensure all leads are called the optimal amount of times in the first 24-48 hours
- Eliminate cherry picking of leads
- Create a culture where salespeople are constantly active, motivated, and busy
- Share leads with top performers providing more leads to the most motivated salespeople
- Be the first to call and contact shared leads from lead providers
- Establish automated email campaigns to improve contact rate
- Identify and restrict underperforming marketing channels
- Reward your team in real-time with animated scoreboard reports
- Establish both inbound and outbound channels to keep the sales floor active

A shift has occurred; sales teams must evolve with digital trends and customer expectations to stay competitive. Now, more than ever you need solutions that easily integrate to provide you with the tools that can keep you ahead of the competition. The old way of following up with leads will not cut it in the new consumer-driven market. More than ever sales and marketing must align to make quick adjustments to both lead quantity, quality, and sales process.

### Capture

Capture web leads and phone calls from lead forms, imports, and any lead provider.

### Track

Tag leads by cost or budget and allocate tracking to channels, lead sources, and campaigns.

### Cleanse

Ensure leads are removed for duplicates, added to DNC lists, and utilize a robust API for additional checks.

### Distribute

Utilize Push or Pull on top of highly sophisticated rules like state calling hours, priority, team-based skilling, recycle, and performance.

### Nurture

Ensure leads are quickly contacted at the very first opportunity all the way through the sales process.

### Track

Build dashboard reports, reward employees with scoreboard reports, and run in-depth performance reports that are custom to your sales process.

### Recycle

Automate the movement of leads from teams that have different skill levels to drive additional revenue from abandoned leads.

### Analyze

Quickly and easily spot performance gaps, staffing gaps, suspect lead providers, underperforming marketing campaigns, and drive additional performance.

## Analytics at Your Fingertips

ClickPoint Lead Manager features three different types of reports to provide the transparency marketing teams require to improve lead quality.

### Real-Time, Custom Dashboards

Create dashboard reports that illustrate team and user performance. Create tile reports to pinpoint lead source performance.

### Custom, Flexible Filters

Create and save filters on critical reports like distribution performance or monthly lead provider performance. Drill down to user, branch, teams, lead provider, status, or distribution type.

### Visual Scoreboards

Create and save filters on critical reports like distribution performance or monthly lead provider performance. Drill down to user, branch, teams, lead provider, status, or distribution type.

# ClickPoint with RingResponse™

## Inbound IVR with Outbound Dialing Solution

RingResponse™ is an inbound IVR (Interactive Voice Response) solution designed to capture and route phone calls from any source. Easily purchase or port phone numbers and create call flows that get every caller to the right person, on the right team. Utilize advanced call routing like shotgun, hunt, overflow queues, with an inbound screen pop and notification system that operates in real-time. Move from inbound calls to outbound with RingResponse™ improving your contact rate with the power of Local Presence.

### Purchase or Port

Pick a new number or bring the one you love. Flexible pricing allows you to turn call tracking and dialing numbers on or off at any time.

### Call Flows

Ensure inbound calls move through your call flow with pre-recorded greetings, press or say commands, hold music, and hunt groups.

### Queues

Move calls from one team to another when call volume spikes and ensure no calls are left behind.

### Inbound or Outbound

Enable salespeople to move from inbound to outbound activities with ease.

### Distribute

Utilize smart routing like Shotgun, overflow, Round-Robin coupled with a screen pop, call recordings, and instant notifications.



## Amazing Onboard and Post Implementation Support

At ClickPoint our team provides dedicated service; an onboard process tailored specifically for you. For those times when you need our support the most – we will be there. All ClickPoint solutions and applications reside in the Microsoft Azure Cloud. Microsoft Azure is the hosting solution more than 50% of fortune 500 companies trust.

# ClickPoint Software

## Amazing Support Assurance



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**1** A dedicated success manager that is responsible not only for your onboarding and training but personalized success metrics.

**2** Access to the entire ClickPoint support team via real-time, online chat available in the software.

**3** Well documented help guides, tutorials, and on page assistance for every page and feature of the software.

## About ClickPoint Software

ClickPoint Software is committed to improving the lives of salespeople and their managers. ClickPoint is actively transforming sales organizations through the implementation of their products; ClickPoint Lead Manager and LeadExec Lead Distribution. Not just a software company, ClickPoint employees share a commitment to the success of every customer by providing Amazing support. From its headquarters in Scottsdale, Arizona ClickPoint has been empowering companies both large and small to dial more leads, sell faster and more efficiently, which leads to more revenue and commission.