

# Optimise the road to sale with MGS Lead Manager

**Connected CRM - manage the entire customer lifecycle from enquiry through to retention and repurchase**

For more information or to request a demo of MGS Lead Manager please drop us an e-mail at:

[enquiries@marquegroupsolutions.com](mailto:enquiries@marquegroupsolutions.com)

or give us a call on:

**0330 808 1268**

- Manage every sales lead in one single, effective and simple to use platform
- Automatically match in-bound leads with existing DMS records giving complete visibility of customer history across sales and service
- Give your sales team the confidence to have meaningful conversations based on customer history and position in the lifecycle, increasing conversion and enhancing customer experience
- Send highly targeted and effective prospect marketing in a few simple steps using our powerful data selection and direct marketing tools
- Track customer engagement levels with outbound marketing and measure interest through sophisticated web tracking. Prioritise your sales follow up calls based on likelihood to convert
- Automatically create 'hot leads' for highly engaged 'in-market' customers. Support your sales team to sustainably boost conversion with timely interventions
- Monitor and manage your marketing ROI - see which campaigns are generating sales. Use advanced BI reporting to track enquiry management KPIs by salesperson and department to support performance improvement

**Driving better outcomes**

**MGS**

[marquegroupsolutions.com](http://marquegroupsolutions.com)