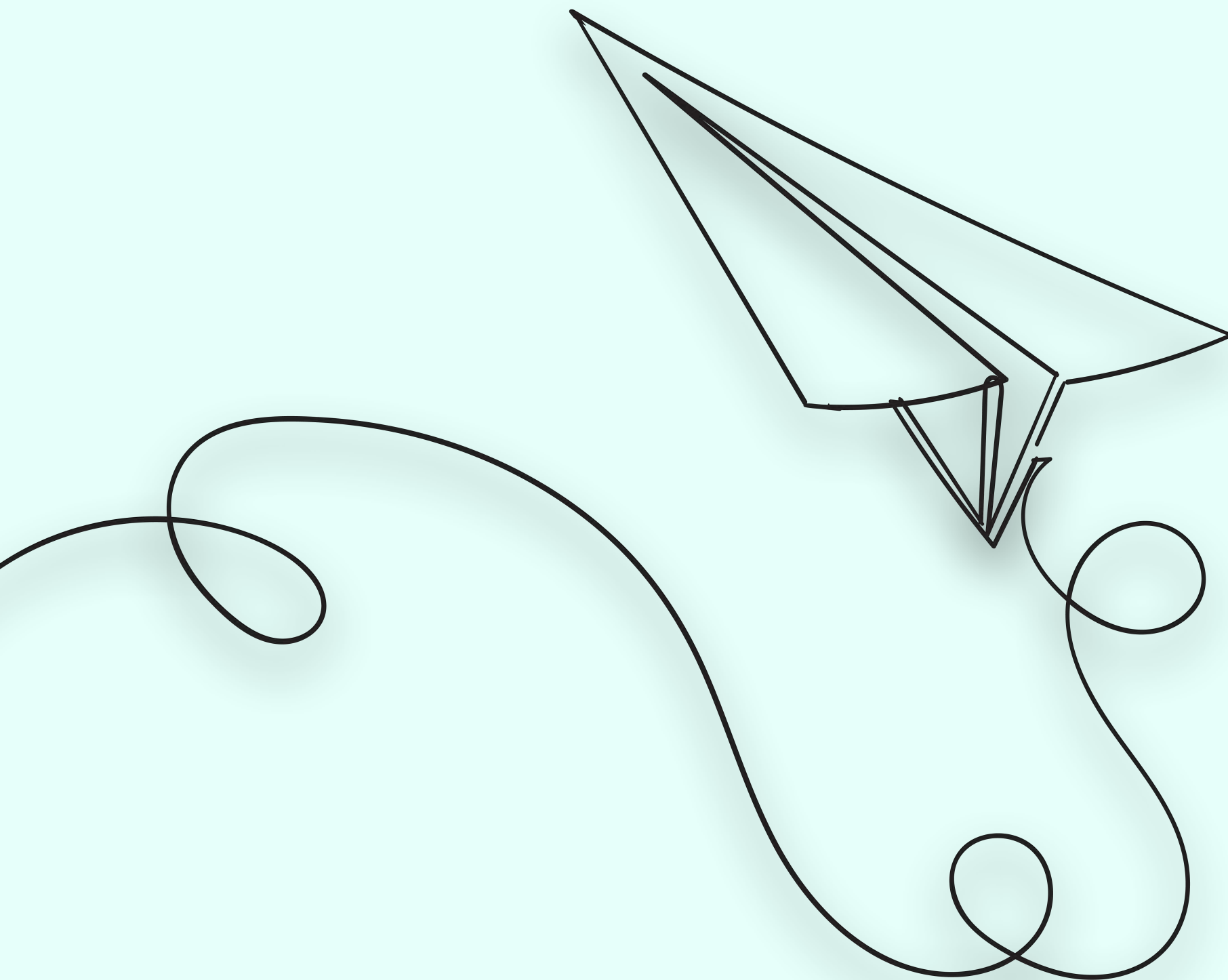




How to Improve your  
Sales Channels with  
Lead Management

01. 02. 03.



**INDUSTRY: Manufacturing**

**SALES: National**

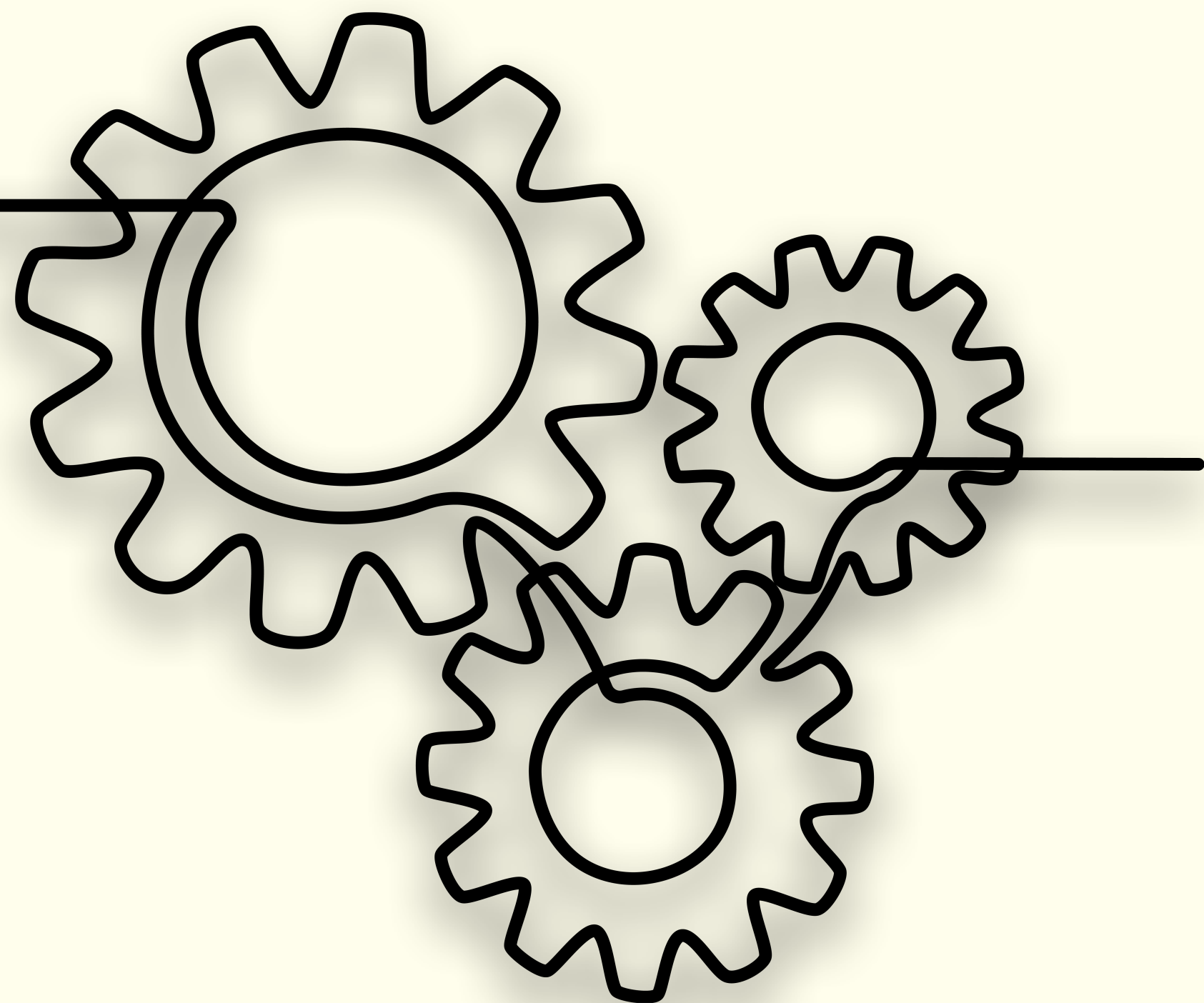
**CUSTOMERS: B2C and B2B**

**Win in Today's Battle for  
Distributor and Retailer  
Network Sales.**



## How to Improve your Sales Channels with Lead Management

01. 02. 03.



**More than ever...**

**A digital world demands speed-to-lead.**

For the best chance of closing sales and reaching company goals, it is critical to get the right sales rep in contact with your prospect in the least amount of time possible.

If a lead is contacted within 5 minutes, you have an 80% chance of doing business with them. If response time takes 10 minutes, the likelihood drops to 5%.

### **Some questions to consider before you start:**

- 1 How long does it take for a sales rep to respond to a prospect today? And what's the cost?
- 2 Where are most of my leads coming from? And are they qualified?
- 3 Do I have budget to incorporate digital solutions to address network gaps and grow the business?



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## Is your partner network enabled to respond quickly?

It is not uncommon for large companies to use CRMs to manage their customer processes. However, enabling your external sales network to use your internal CRM may not always do the trick.

Since a delayed response will not suffice for today's consumers, it's important to understand how quickly your sales partners typically respond to inbound leads before trying to improve it.

Survey existing customers, generate test queries, or reconnect with lost prospects are great examples of ways to learn more.

## What do your prospects expect during the buying process?

Considering the breakneck pace at which technology is progressing in the ways of doing business, it's no surprise that sales teams may feel pressured with deciding what to incorporate into their marketing and sales strategies.

A strong revenue generating strategy and administration team are essential to engaging your partner network and seeing results. Understanding where your leads come from lets you determine where you can further market to generate high quality prospects. Improve your enterprise channel by starting to track where your leads come from.

## Should I invest in sales enablement to help my channel?

Technology is quickly emerging and shaping the future of doing business. The recent pandemic has fuelled mass adoption of many new technologies by the most effective companies in their space. Digital platforms provides channel sales professionals with a competitive edge, while also improving and personalizing the buyer experience. Given the accelerated pace of technological change, the question is not whether you can afford to invest, but rather, how can you afford not to invest.

***“We relied on Lead Assign’s lead management experts to help us understand the opportunities we were missing, and ultimately, the revenue our partners were missing.”***

- Lori K., Director of Marketing, Mannington Mills Flooring





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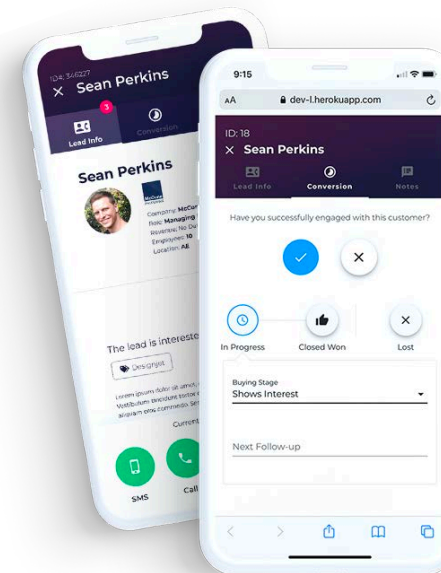
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# How Lead Assign helps manufacturing businesses

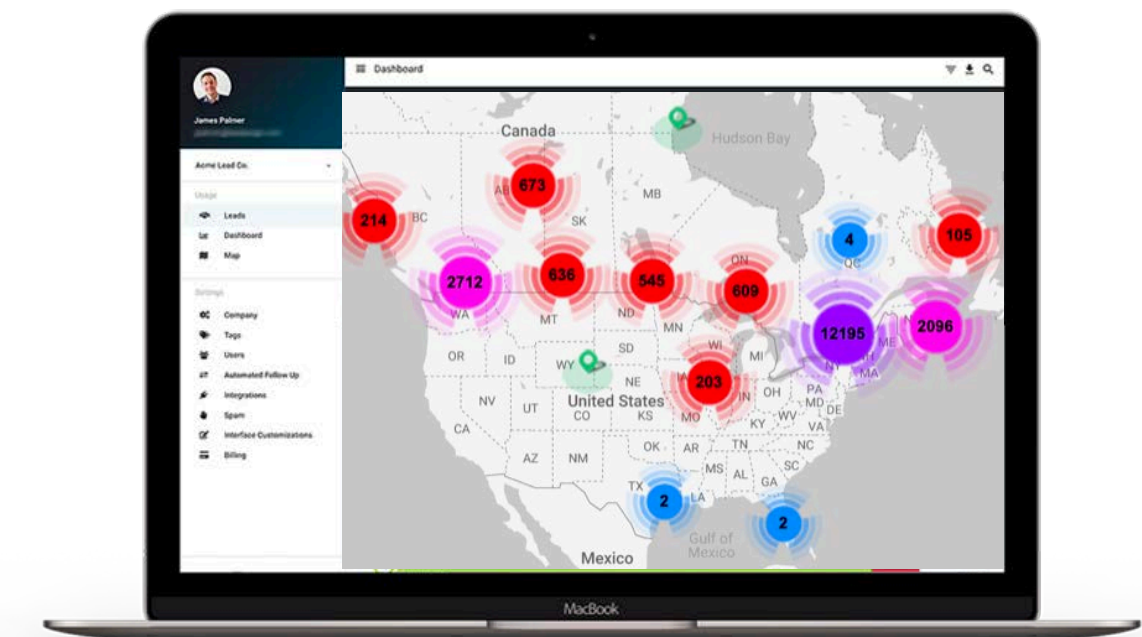
## Improve Speed-to-Lead

In highly competitive markets, engaging with customers quickly is essential to conversion. Use real-time lead analysis to automatically route prospects to the right partners every time. The no-fuss user interface allows partners accept and contact leads with the click of a button.



## End-to-End Channel Visibility

With its direct connectivity capabilities, all leads are tracked in a digital platform, so you can be confident of where and how your marketing spend is performing. A detailed dashboard and map are your channel operation control centre for your marketing programs and partner performance.



## Flexible Packages to Meet Manufacturers of All Industries

We've worked with national and international companies that are the game changers in their market. Be confident that our lead management experts can build and customize the right solution to meet your needs in the ever-evolving manufacturing industry.

[Get Started Today](#)