Leads Managment

Impartner Leads is a powerful revenue engine that allows you to deliver end user leads to partners (with metrics and analytics,) track closure rates, expire and re-assign untouched leads, all from your CRM solution.

Impartner Leads gives you the insight to choose where to send hot leads, how to know which partners are closing most of the deals, what the average time to closure is, and much more. Leads go to partners with an alarm clock attached — meaning partners have a limited amount of time to respond to leads and show deal progress, or you can simply retire the leads and reassign them to the next partner in the queue. Track closure rates, enable lead delegation and track campaign-related ROI — all from your CRM solution.

Impartner Leads key benefits:

- **Your sales force is already trained on using your CRM tool to manage leads.**

  Why go through the effort and expense to retrain them on a new interface? Your Channel Account Management team can review and assign leads all within the interface they currently use.

- **Your CRM also remains your System of Record for all lead info.**

  When you receive a lead in your CRM, you can keep it for a direct sales person or assign it to a partner sales rep.

- **Impartner Leads proxies all lead information into the CRM tool.**

  With Impartner Leads, you won't need to purchase CRM licenses for your partners. The cost savings alone can often cover the costs of your new Partner Portal.

- **We enhance visibility in both directions:**

  Vendors receive real-time updates from the partners, so they always have up-to-date information lead probabilities, lead timing, and lead next steps. Similarly, partners can use the lead dashboard to receive real-time updates from the vendor on any updates or changes to the lead. Should the vendor learn that the lead is much larger than initially expected, they can quickly update the lead info and the partner is notified of the change.

- **If you use Salesforce.com as your CRM, our solution installs as a Managed Package**.

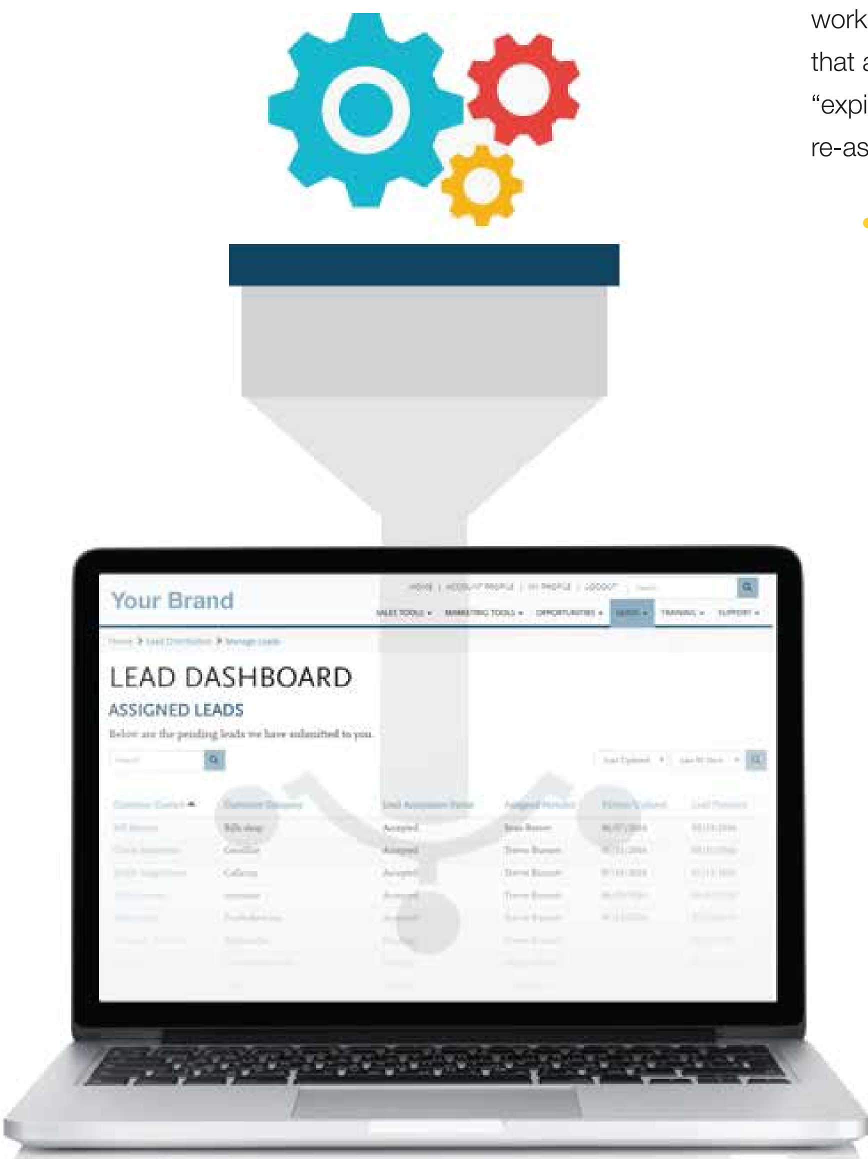
  When you use Impartner Leads, all of the integration work necessary to make the module work with the CRM tool (and any other modules installed in the CRM platform) are done right out of the box. No need for your Sales Ops or IT team to rebuild complex workflows, and no need to spend days or weeks integrating our objects.

All of the integration and workflows are installed in minutes.

Included in the Package:

- **Lead Distribution**

  Lead Distribution controls the flow of leads to partners. Track lead conversion rates for partners and make sure your hot leads go directly to the partners best suited to close them. Also, use the partner attributes tracked in your portal to make sure your leads are going to partners who have certifications and abilities in the required products and areas.



- **Lead Managment**

  After the leads are distributed, you and your partners can mutually track and manage lead status, ensuring the CRM record always contains the latest information. You manage your direct sales team with a very detailed process – why should you expect less from your indirect team? Get an immediate update on any lead, at any time.

- **Lead Expiry**

  Your leads are extremely valuable for a short amount of time, after which they are useless. When partners enroll in your partner program, they must accept the Terms and Conditions of the program which usually specify a time period that partners must “accept” and begin working on an assigned lead. If they fail to respond in that agreed time, your channel account managers can “expire” the lead, reclaim it back to the company, and re-assign it to another partner.

- **Lead Sharing**

  Your partners must often collaborate on leads, either working together to close a deal, or one partner acting as the sales resource and one as the post-sales deployment or service resource. With Impartner Leads you can effectively enable this collaboration.

- **Delegated Lead Administration**

  Once a lead is assigned to a partner, you can grant them permission to share that lead among their own sales team, allowing them to administer the lead completely, so long as it doesn’t leave their domain.

The Lead Lifecycle

1 Your company runs your own lead generation programs, which result in a flow of inbound interest in your products. These are end customers who have an interest in buying your wares…but that interest won't last forever. You need action, and fast.

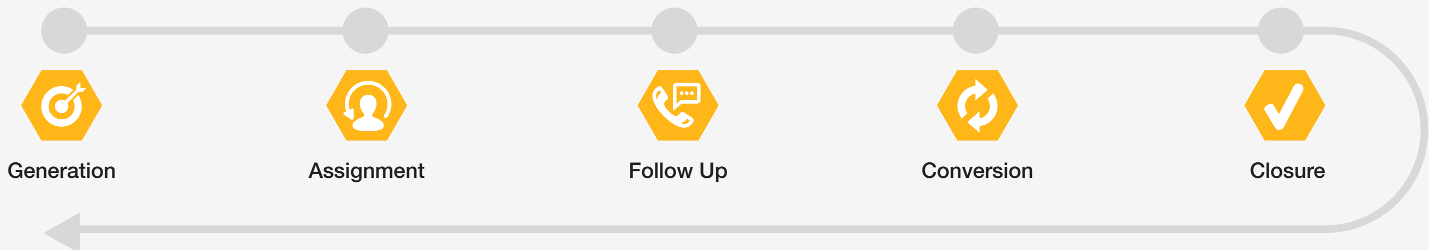
2 Many companies skim some "hot" leads off the top, but the majority of these leads need to end up in the hands of highly qualified partners. If you have a world class Partner Portal, such as Impartner PRM, you have a large list of criteria about your partners: what product certifications they have, what governmental accreditations they hold, what vertical markets they serve, etc. You can use Impartner Leads to assign your hot leads to the appropriate partner, ensuring a great fit.

3 When a new lead hits their queue, your partners will be notified by a push notification, either through the portal or directly to their mobile device. They have a fixed amount of time to engage in the lead, or it will time out and be withdrawn, to be reassigned to the next partner in the list.

4 If the partner engages in time, does their research on the lead and is able to find a valid sales opportunity at that customer, they can convert the lead into a true opportunity. The value of that opportunity is reflected in the campaign that generated it, as well as in the pipeline of the receiving partner.

5 When the deal is won and the money is in the bank, the campaign and partner are again updated to show the win. Based on partner program criteria, a set percentage of the revenue can be re-allocated back to the partner as MDF (Market Development Funds) to do further lead generation, and the cycle starts over.

Diagram: Lead Lifecycle



Find out more!

We'd love to show you more about how Impartner PRM can accelerate your channel. Request a Demo today.