

# LeadMaster Introduces

## CRM-Xpress

## The Super Simple CRM

**YourCompany** *All-in-1 CRM, Pipeline Management & Marketing Automation* Bob Decker ▾

**Accounts** Records 1 thru 15 - (15 total records)

Lead Status is **Hot Lead** Sort By: Work Phone

Company

Action	Company	Contact	Work Phone	Manager	Acct. Mgr.	Lead Status	Sales Stage
<input type="checkbox"/>	Carpuccio Corp.	Carpuccio, Alex	980-099-2389	Atlantic Tea	Bob Decker	Hot Lead ▾	Lead ▾
<input type="checkbox"/>	Fifth Third Bank	Visitor, Websit	866-671-5353	Atlantic Tea	Bob Decker	Hot Lead ▾	- Select - ▾
<input type="checkbox"/>	Flowers&More	Varnum, Alsia	829-029-1232	Atlantic Tea	Bob Decker	Hot Lead ▾	Viable ▾
<input type="checkbox"/>	Lots of Pens	Kjark, Elizabet	778-990-0392	Atlantic Tea	Bob Decker	Hot Lead ▾	- Select - ▾
<input type="checkbox"/>	Lexus	Blarney, Steven	567-998-0392	Atlantic Tea	Bob Decker	Hot Lead ▾	- Select - ▾
<input type="checkbox"/>	Altima Telecom	Visitor, Websit	514-800-2266	Atlantic Tea	Bob Decker	Hot Lead ▾	- Select - ▾
<input type="checkbox"/>	PipeCandy, Inc.	Visitor, Websit	415-799-9794	Atlantic Tea	Bob Decker	Hot Lead ▾	- Select - ▾
<input type="checkbox"/>	VEON, Ltd.	Visitor, Websit	31 207977200	Atlantic Tea	Bob Decker	Hot Lead ▾	- Select - ▾
<input type="checkbox"/>	Piano Movers Express	Masterson, Mars	2867546	Atlantic Tea	Bob Decker	Hot Lead ▾	Lead ▾

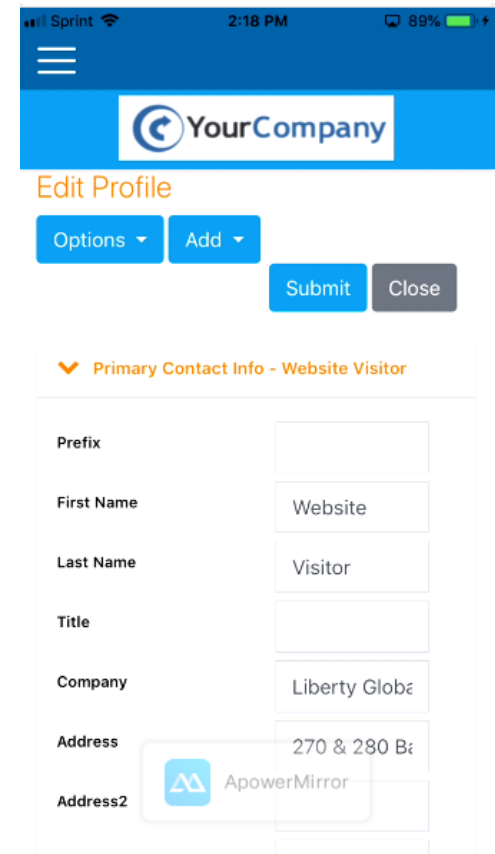
CRM-Xpress

# What is CRM-Xpress?

- A full-featured CRM that is easy to learn & use
- It's built using the bootstrap framework so it looks & works the same whether you're on a mobile device or in a browser on your desktop/laptop.
- CRM-Xpress accesses the same database as LeadMaster Professional users so sharing data between sales, marketing and operations is seamless.

# Why CRM-Xpress?

- Easy to learn & use.
- Rich set of features.
- Cost effective.



The screenshot displays the mobile application interface for CRM-Xpress. At the top, the status bar shows 'Sprint', '2:18 PM', and '89%' battery. Below the status bar is a blue header with a white hamburger menu icon and the 'YourCompany' logo. The main content area is titled 'Edit Profile' in orange. It features two blue buttons: 'Options' and 'Add', followed by 'Submit' and 'Close' buttons. A section titled 'Primary Contact Info - Website Visitor' is expanded, showing a form with the following fields: Prefix, First Name (Website), Last Name (Visitor), Title, Company (Liberty Globa), Address (270 & 280 B), and Address2. A watermark for 'ApowerMirror' is visible in the bottom right corner of the screenshot.

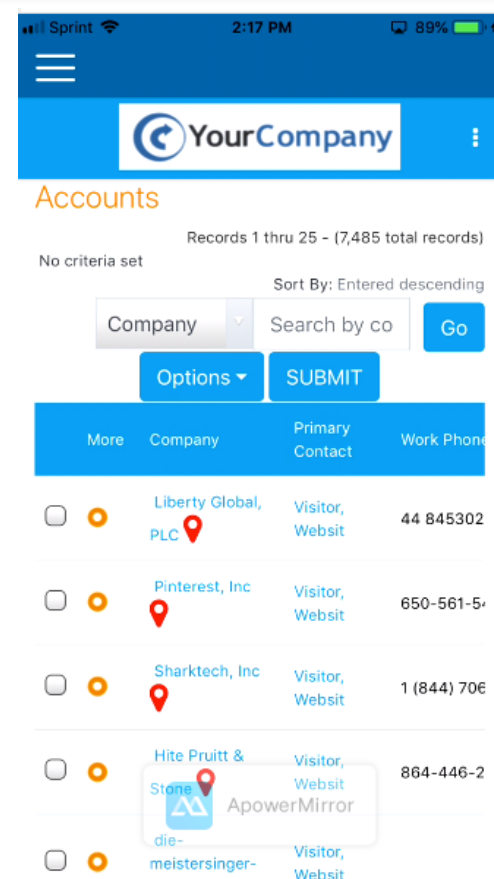
# Features Focused on Sales

- Manage Companies & Contacts
- Access to Custom Fields & Forms
- Access to Preconfigured Filters (e.g. pipeline)
- Access to Automations / Quick Actions
- Send Email & Add Contacts to Drip Marketing
- Store Files
- Manage Deals
- Manage Help Tickets
- Manage / Send Quotes
- Assign, Archive, Delete and Merge Records
- Search by Company, Contact, Phone, Email & Proximity
- Features that aren't used are disabled and hidden to simplify the user experience.

The screenshot shows a mobile application interface for updating a contact. At the top, the status bar shows 'Sprint', signal strength, Wi-Fi, time '2:19 PM', and battery '89%'. Below the status bar is a blue header with a white hamburger menu icon. The main content area is titled 'Update Primary Contact Information'. It features two blue buttons: 'Actions' with a dropdown arrow and 'Add' with a dropdown arrow. A blue 'UPDATE' button is positioned to the right. Below this is a section header 'VW Visitor, Website' with a dropdown arrow. The form contains several fields: 'Date Created' (9/17/2019 9:50 AM), 'Last Updated' (n/a), a note 'A ★ indicates a required field.', 'Company' (Liberty Global), 'Referral Link' (empty), 'Prefix' (empty), 'First Name' (Website), 'Last Name' (Visitor), 'Title' (ApowerMirror), and 'SMS Phone' (Cell/Mobile). A search icon is visible next to the 'Referral Link' field.

# CRM at a Price You Can Afford

- At \$15/mo CRM-Xpress is affordable.
- All versions accesses the same data.
  - LeadMaster Professional - \$50
  - CRM-Xpress - \$15
  - Lead-Xpress - \$10
- You can mix and match users.
- Upgrade/downgrade anytime
- No annual contract required.



# Quick Actions to Improve Productivity

- Quick Actions provide the user with the ability to automate tasks.
- Multiple tasks can be accomplished with a single click of the mouse.
  - Send an email
  - Add to Lead Nurturing
  - Schedule a callback
  - Assign the record
  - Add a note
  - Send a text message
  - Can be used to update sales progress – Lead Status, Sales Status etc.
  - And more...

# Designed for Easy Updates

- Use the microphone to enter notes – no more typing! Creates an historical record of interaction with the account. You see the same notes whether your using CRM-Xpress or Professional, in a mobile device or in a browser.
- Easy-to-use drop down menus eliminate the need for training.
- Fast & easy-to-use means more reps will update their accounts.
- Track Accounts & Leads
  - Lead Status
  - Lead Value
  - Sales Stage
  - Forecast Date
  - Probability
  - And More... these drop downs are customizable



# Add Custom Fields & Forms

- Add Forms with Customer Defined Fields
- Forms are Flexible Enough for Any Industry
- Custom Fields Types, Include as Many as You Like
  - Fill in the blank
  - Text Areas
  - Drop Down Menus
  - Radio Buttons
  - Check Boxes
  - Single/Multi Select
  - And More...



# Benefits Summary

- Save time.
  - Reduce training time on the CRM.
- Save money.
  - Affordable pricing means channel partners and sales agents can access the CRM, receiving leads and updating accounts.
- Close more sales.
  - Immediate text message alerts about new leads result in faster response times and greater close ratios.