



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Module Details	User Interface	Report
CUSTOMER RELATION	NSHIP MANAGEMENT (CRM))
	Lead Requirement	Lead Follow Up Report
	Lead Status	Sales Quotation Report
	Lead Type	Sales Transaction Tracking
	Lead Source	
	Lead Start Plan	
	Lead Master	
	Follow Up	
	Quotation Follow Up	







CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Customer relationship management is one of many different approaches that allow a company to manage and analyse its own interactions with its past, current and potential customers

Lead Requirement

Lead qualification criteria are characteristics that help to classify a lead by the degree of its willingness and readiness to buy. As a result of this qualification, one can distinguish, in terms of making a purchase, the leads with the most and least potential: hot, warm, and cold.

- Click on User interface button to select the Lead Requirement
- Select date and input Lead requirement
- Click on "save" button to save the records
- To update a particular record, click on " " icon.
- To delete any particular record click on "X" icon
- To active/ Inactive a particular record, click "" icon









Lead Status

The lead status field is often a source of contention between Marketing and Sales within an organization. The field is typically used to communicate the status of a record to both the reporting users and the sales rep who is working the lead

- Click on User interface button to select the Lead Status
- Select date and input Lead Status
- Click on "save" button to save the records
- To update a particular record, click on " " icon.
- To active/ Inactive a particular record, click "" icon



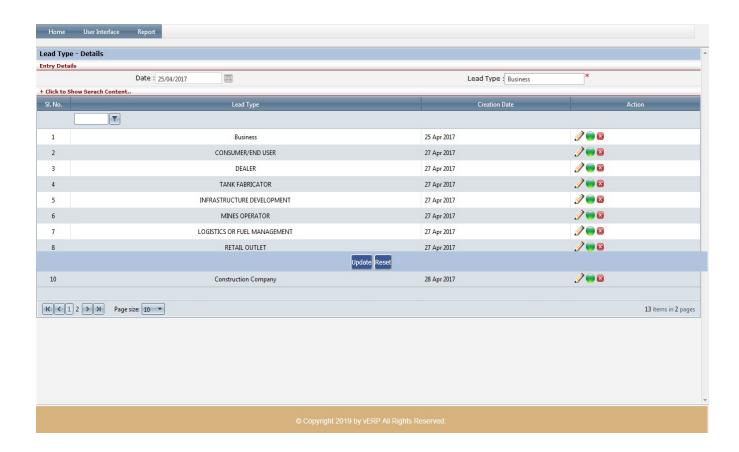






A lead is a potential customer who might be interested in your products or services. To get the customer through the door, you may be doing all or any of the following: Listing your product on directories. Maintaining an updated and searchable website. Meeting people at trade events.

- Click on User interface button to select the Lead Type
- Select date and input Lead Type
- Click on "save" button to save the records
- To update a particular record, click on " " icon.
- To delete any particular record click on "X" icon
- To active/ Inactive a particular record, click "" icon



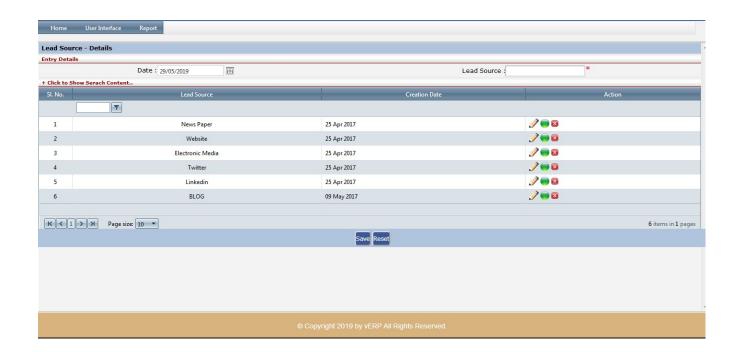






A lead source can best be defined as the original point at which a customer first hears about you. It's the first step in your lead funnel and ground zero for your relationship with your customers.

- Click on User interface button to select the Lead Source
- Select date and input Lead Source
- Click on "save" button to save the records
- To update a particular record, click on " " icon.
- To delete any particular record click on "X" icon
- To active/ Inactive a particular record, click "" icon





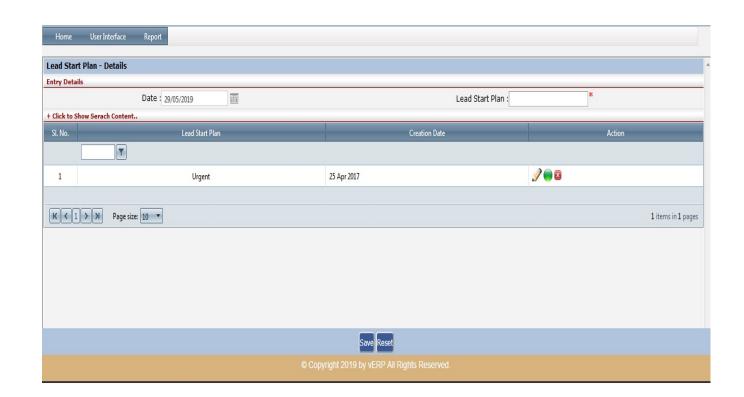




Lead Start Plan

An effective lead generation plan makes your sales team more productive. When you develop a flow of qualified leads for your sales team, they can close more sales. A well-developed sales lead generation program: provides a continuous flow of quality leads. ... integrates your company's marketing and sales efforts.

- Click on User interface button to select the Lead Start Plan
- Select date and input Lead Start Plan
- Click on "save" button to save the records
- To update a particular record, click on " " icon.
- To delete any particular record click on "X" icon
- To active/ Inactive a particular record, click "" icon









Lead Master

Lead Master is a SaaS-based all-in-one lead management solution that offers capabilities to capture, track and follow up with leads. The solution comprises of integrated modules for sales force automation, customer relationship management, marketing automation, business analytics and more.

- Click on User interface button to select the Lead Master
- Enter the Lead Details and Lead company Details
- Click on "save" button to save the records
- To update a particular record, click on " icon.





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d Details										
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F	First Name : Das		*				Mid	dle Name :		
L	ast Name : Babu							Email Id : bdm.l	colkata@verp.in	
Cell	/ Mobile 1 : 9937781						Cell /	Mobile 2: 98989	39898	
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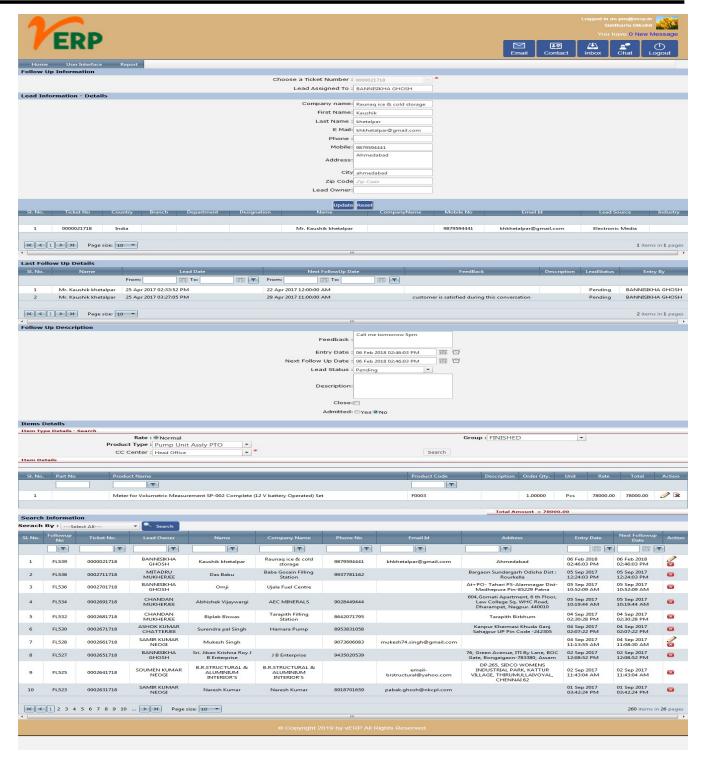
Follow Up

The act of following up. an action or thing that serves to increase the effectiveness of a previous one, as a second or subsequent letter, phone call, or visit.

- Click on User interface button to select the Follow Up
- To select the Ticket Number to get the Lead Information Details
- Then input the follow up Description
- Click on "save" button to save the records
- To update a particular record, click on " " icon.
- To delete any particular record click on "X" icon









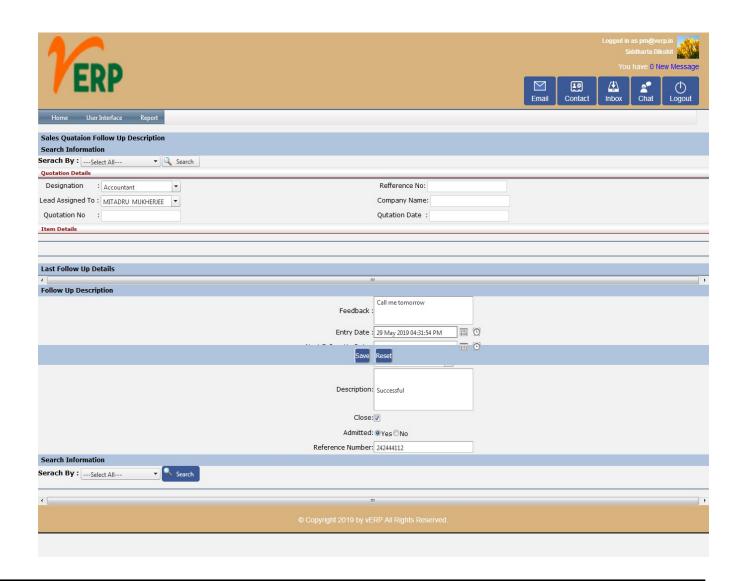




Quotation Follow Up

As a default option, send your first follow up email 2 to 3 days after sending your quote. Having multiple clients to follow up with can make it easy for those emails to slip through the cracks. Good client management software can help you avoid this by keeping track of your communication intervals for each lead.

- Click on User interface button to select the Quotation Follow Up
- To enter the Quotation Details to get the Last follow up Details
- Then input the follow up Description
- Click on "save" button to save the records
- To update a particular record, click on " " icon.
- To delete any particular record click on "X" icon







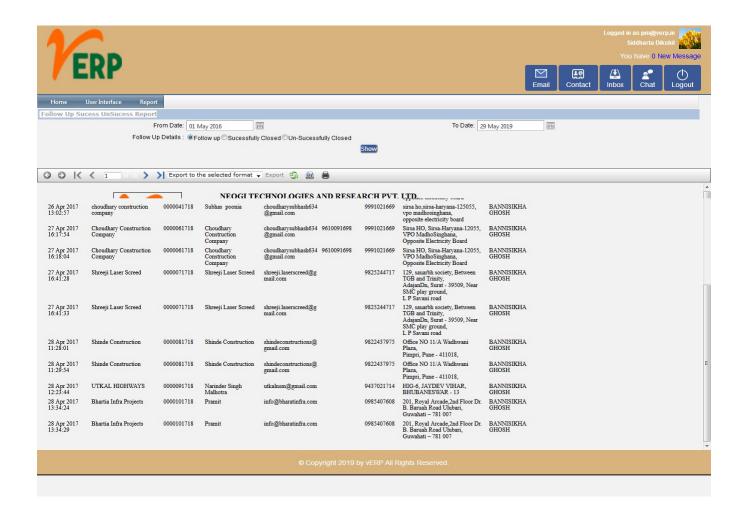
Report



Lead Follow Up Report

Lead follow up is reaching out to a lead who has previously interacted with your brand. Even though sales reps don't dread these sales calls as much as they might dread cold calling, sales people still generally regard them as difficult.

- Click on Report button to select the Lead Follow Up Report
- To Select the date range and Follow up details.
- Click on "Show" button to get the Lead Follow Up Report
- Click on "Export" button to export the report to excel





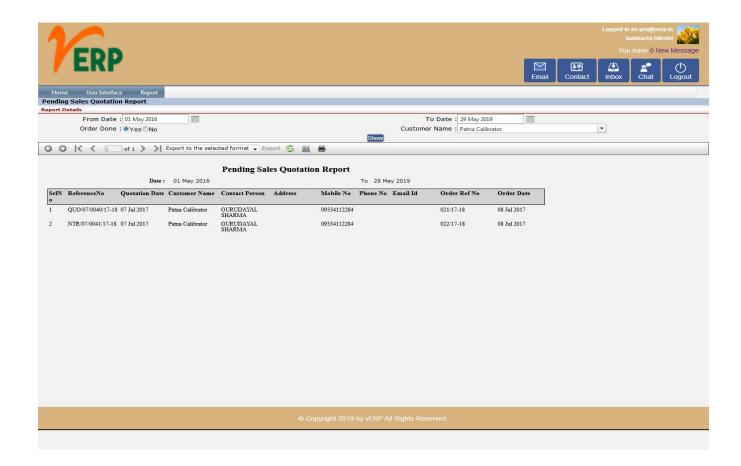




Sales Quotation Report

A quotation is a document that a seller provides to a buyer to offer goods or services at a stated price, under specified conditions. ... Also known as quotes, sales quotes, or sales quotations, quotations are used to let a potential buyer know how much goods or services will cost before they commit to the purchase.

- Click on Report button to select the Sales Quotation Report
- To Select the date range and order done, Customer Name.
- Click on "Show" button to get the Sales Quotation Report
- Click on "Export" button to export the report to excel









Sales Transaction Tracking

A sale is a transaction between two or more parties in which the buyer receives tangible or intangible goods, services, or assets in exchange for money. In some cases, other assets are paid to a seller.

- Click on Report button to select the Sales Transaction Tracking
- To Select the date range and Customer Name.
- Click on "Show" button to get the Sales Quotation Report
- Click on "Export" button to export the report to excel

