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OptifiNow Redefines the Marketing and Sales Process, Empowers Salespeople to Deliver Relevant Communications Across Buying Stages

According to research by Marketing Sherpa, 79% of marketing leads never convert into sales due to lack of lead nurturing, and 65% of B2B marketers have not established lead nurturing. OptifiNow is the first SaaS to provide sales teams with the tools they need to efficiently pursue leads, delivering your messaging to potential clients at the right time in the right format to help your sales team close more leads.

While many Marketing Automation and CRM solutions promise to increase revenue, they tend to leak revenue at critical points in the sales process because they do not support the entire customer lifecycle. Information handoff between marketing and sales is typically cumbersome in these systems. OptifiNow converts more leads to closed customers by supporting the entire marketing and sales process with a comprehensive, integrated cross-channel customer engagement platform.

OptifiNow is the first enterprise technology to successfully “bridge-the-gap” between marketing generated leads to sales converted customers. Marketing professionals use OptifiNow to develop leads and to create campaigns to nurture those leads into qualified sales opportunities. Sales professionals use OptifiNow to turn qualified opportunities into closed sales.

Additionally, with OptifiNow, companies never have to worry about members of their sales team sending out outdated messaging or non-compliant materials. OptifiNow automatically alerts sales people when messaging needs to be sent out, what to send and how, and it gives sales team members the flexibility to customize the messaging to a particular customer.

“Essentially, we have created a SaaS platform that replicates what top sales people have been doing for years and turned it into a tool that companies can use to transform the sales process into guided, best practice steps that deliver consistent, repeatable, and high-value results,” said OptifiNow CEO John McGee.

OptifiNow is offered as a white labeled, modular solution that allows companies to customize many of its processes, functions and fields to the requirements of their marketing and sales processes. Additionally, OptifiNow offers a deep integration with Salesforce.com as well as other CRM systems. The OptifiNow product line includes: Sales Process Automation, Lead Management, Customer Relationship Management, Content Automation, Social Management, Reporting.

For more information about OptifiNow visit www.optifinow.com.

About OptifiNow

OptifiNow is a Software as a Service (SaaS) that helps sales teams engage with their customers through an integrated marketing communications platform. OptifiNow provides organizations a single platform to connect with customers via Email, Mobile, Social Media and Direct Mail. OptifiNow delivers the right message to the right customer at the right time to help you close more sales. For more information visit www.optifinow.com.