

Connecting the Dots...

Sales professionals spend their lives building relationships, often times through a complex linking of networks. CRM solutions allow us to track the individual relationships that have been made. We enter new prospects or customers and start to nurture the new relationships, many times those new relationships are referred to us from our other relationships or affiliations. But who introduced us to the new prospect is lost, CRM's don't maintain those relationship links, until now.

OptifiNow is proud to introduce its newest feature "Lead Link". Using Lead Link, sales professionals can "link" contacts to each other within the OptifiNow proprietary CRM modules named Leads onDemand and Sales onDemand. Maintaining the network links are the cornerstone of a sales professionals business and nurturing not only the new prospects we have but more importantly the relationships that are helping us build our business.



"Lead Link has helped my sales team nurture and grow their business" Jack Haga, President Clueonein. "Using OptifiNow's CRM modules with the new Lead Link feature we have built automated email marketing campaigns to nurture the different segments of sales relationships, which has helped us to accelerate our lead generation efforts."

"We are really excited to release the "Lead Link" feature, it's a great solution that many of our customers have been requesting", says John McGee CEO OptifiNow. "We have also added some great reports to support the new feature, helping sales reps to monitor which relationships continue to drive the growth of their business."

For more information, contact your OptifiNow sales team at sales@optifinow.com