

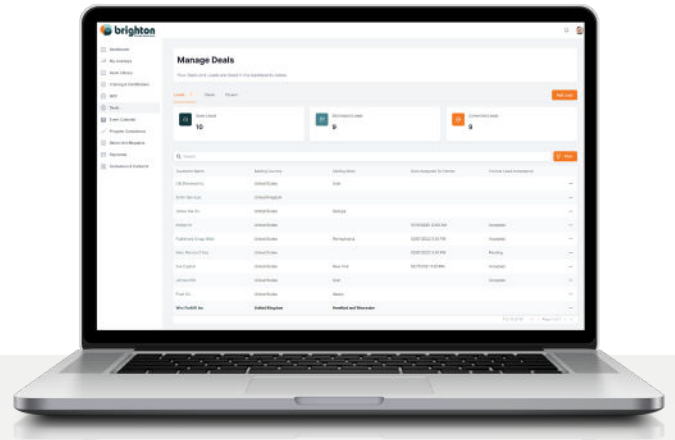


Lead Management

Empower your partners like they're an extension of your sales team

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 reassign 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.



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 team members 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 partners, so they always have up-to-date information on 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 Sharing**

Your partners must often collaborate on leads, either working together to close a deal, or one partner acting as the sale 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.

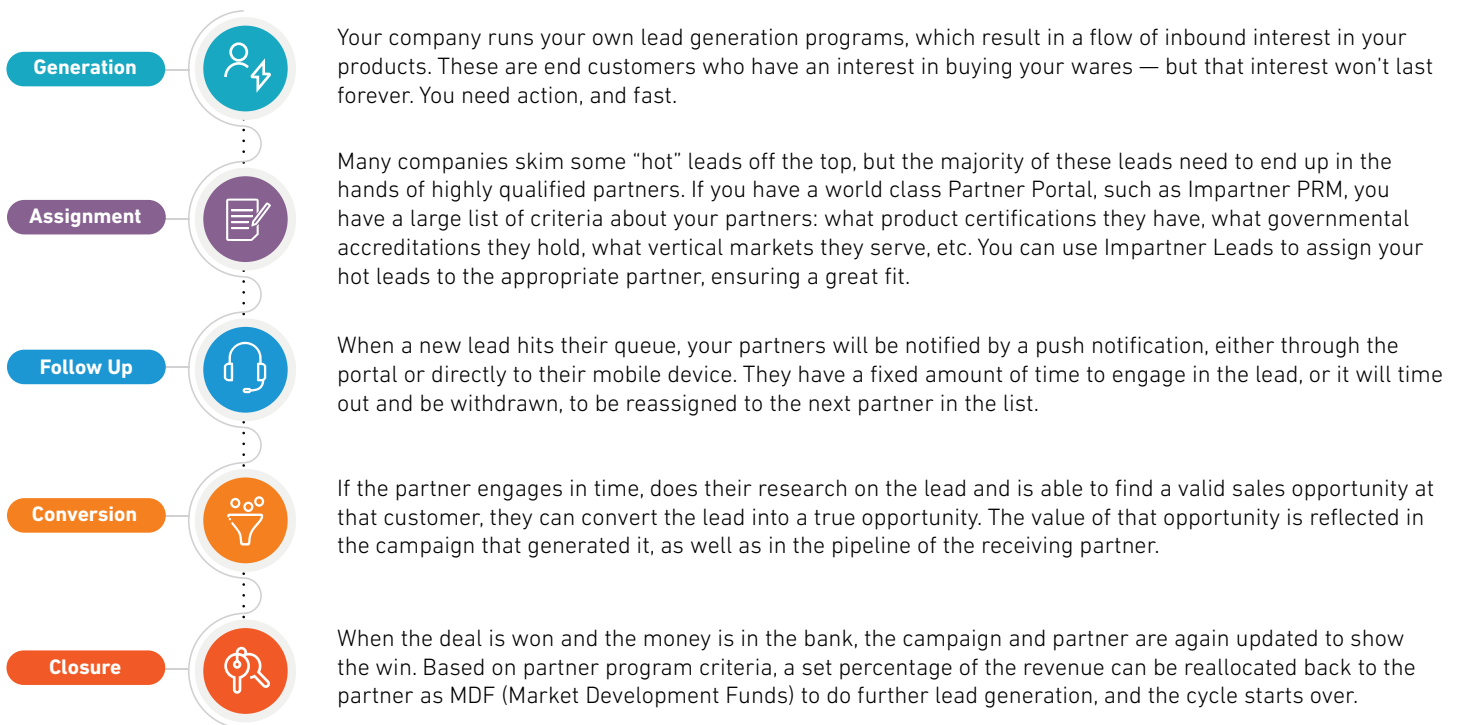
- **Lead Expiry**

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 reassign it to another partner.

- **Lead Management**

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.

The Lead Life Cycle:



About Impartner

With over two decades of experience in accelerating indirect sales, Impartner delivers the industry's most complete channel management platform, helping companies worldwide manage their partner relationships and accelerate revenue and profitability through indirect sales channels. Today, millions of partners worldwide and leading channel organizations of all sizes benefit from Impartner's innovative solutions.

We'd love to show you more about how Impartner can accelerate your channel.

[Request a Demo Today!](#)