



Sales Lead Management



Sales & Marketing Productivity Solution

- Increase Sales Volume
- Improve Sales Force Management
- Track Sales Opportunities

Problem Description

A service firm was consistently losing business to competitors because its sales force missed sales opportunities or entered the bidding late. They required a method of tracking information on future projects and disseminating the information to field sales reps.

AIM Solution

A database of all service opportunities was compiled from in-house and purchased sources. A system was developed to prepare a monthly “opportunity report” for each sales rep. Feedback from reps was tracked on each potential project and a series of management reports was developed to allow managers to determine how to deploy resources to close the most promising opportunities.

Benefits

Sales volume was increased 31%.

Why choose AIM?

Choose AIM to guarantee a quality project managed by a hands-on project manager, engineer, MBA, with Six Sigma quality credentials and decades of experience not only designing and implementing productivity and management solutions, but using them as a “real-world” professional manager.

Choose AIM to ensure your project does not go over budget. AIM can offer fixed or ROI-based pricing. Over many years and dozens of projects, AIM has never exceeded a fixed priced budget – and never will.

Choose AIM to reduce delays and missed deadlines. AIM eliminates needless layers of management and communication obstacles inherent to traditional project teams.

Choose AIM because you want a partner with both a winning attitude and record that brings a competitive advantage to your team.

How can I learn more?

Contact Chris Kliesmet at **ADVANCED INTEGRATED METHODS**
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