

**LeadX 360**

**LEAD** <sup>®</sup>  
Lead management 360

# Empower Everyone to Post Hot Leads

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BREAKING SILOS, BOOSTING SALES

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## About Us

B2B lead generation has been a challenge for businesses across the spectrum, covering diverse sectors and industries. The same with employee referral programs or sales pipeline management strategies, that have mostly proved to disappoint when it comes to generating the desired results. There has been a repeating problem of filtering out leads you don't really need, and also getting qualified leads into the sales funnel. Consistent and quality lead generation has been challenging, particularly in terms of motivating employees to contribute.

This is where LeadX comes into the picture, revolutionizing quality lead generation and scaling up employee productivity at the same time. LeadX is a technology company based in Norway that emphasizes on creating innovatively tailored products for successfully building your business. With LeadX, everyone in the organization can post hot leads.



### Company Vision

- *A business environment where organizations look inwards and outwards (partners and alliances) for scaling up revenues*
- *Seamless generation of leads among all stakeholders and compensation/ incentivization likewise*
- *A scenario where everybody gets to witness this contribution of the employee or partner and he/she receives recognition/ accolades likewise*

### Core USPs

- *Dynamic, convenient and easy to use tool for everyone*
- *Maximization of customer satisfaction, success and company revenues*
- *Inspiring innovative and time-tested successful selling methods*

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Terms like warm leads or qualified leads are like the Holy Grail for companies looking to set up an organized lead management platform for capturing revenues and better prospects. How about an approach that prompts you to look inwards and outwards for generating and processing leads swiftly and more effectively in the bargain? That is precisely what LeadX offers. LeadX encourages 360-degree lead capturing and posting of leads both internally and externally, disrupting conventional sales silos and growing overall sales volumes.

# Challenges faced by businesses for lead management

Businesses face a whole host of challenges pertaining to both B2C (business to customer) and B2B lead generation. Most employee referral programs do not work and businesses have to grapple with the following problems:

- *Challenges in generating leads from diverse and multiple sources*
- *Finding newer sources consistently for churning out leads*
- *Effectively managing leads and passing them onto the sales team for quick processing*
- *Getting more quality leads and filtering out cold/unproductive leads*
- *Ensuring a steady supply of qualified leads or warm leads*
- *Tracking progress steadily across the entire sales pipeline/funnel and monitoring deal closure swiftly*
- *Motivating and enabling employees, partners and other networks to post hot sales leads at the same time*

These are some of the challenges that companies face when it comes to sales lead management. As a result, they usually grapple with inaccurate, cold or unproductive leads in the sales funnel that usually go nowhere in the end. Rather, they have to spend considerable time in filtering out these leads and generating qualified leads. Additionally, capturing these leads from credible sources is another major issue, particularly when it comes to galvanizing the whole spectrum of partners and employees to post leads for the organization.

Employees require incentives and a suitable lead management platform for posting warm leads that can be mobilized or tapped by the organization thereafter. Hence, the need of the hour is a one-stop integrated lead management solution that covers all the above-mentioned aspects.



## *Encouraging employees to post leads with a Gamification approach*

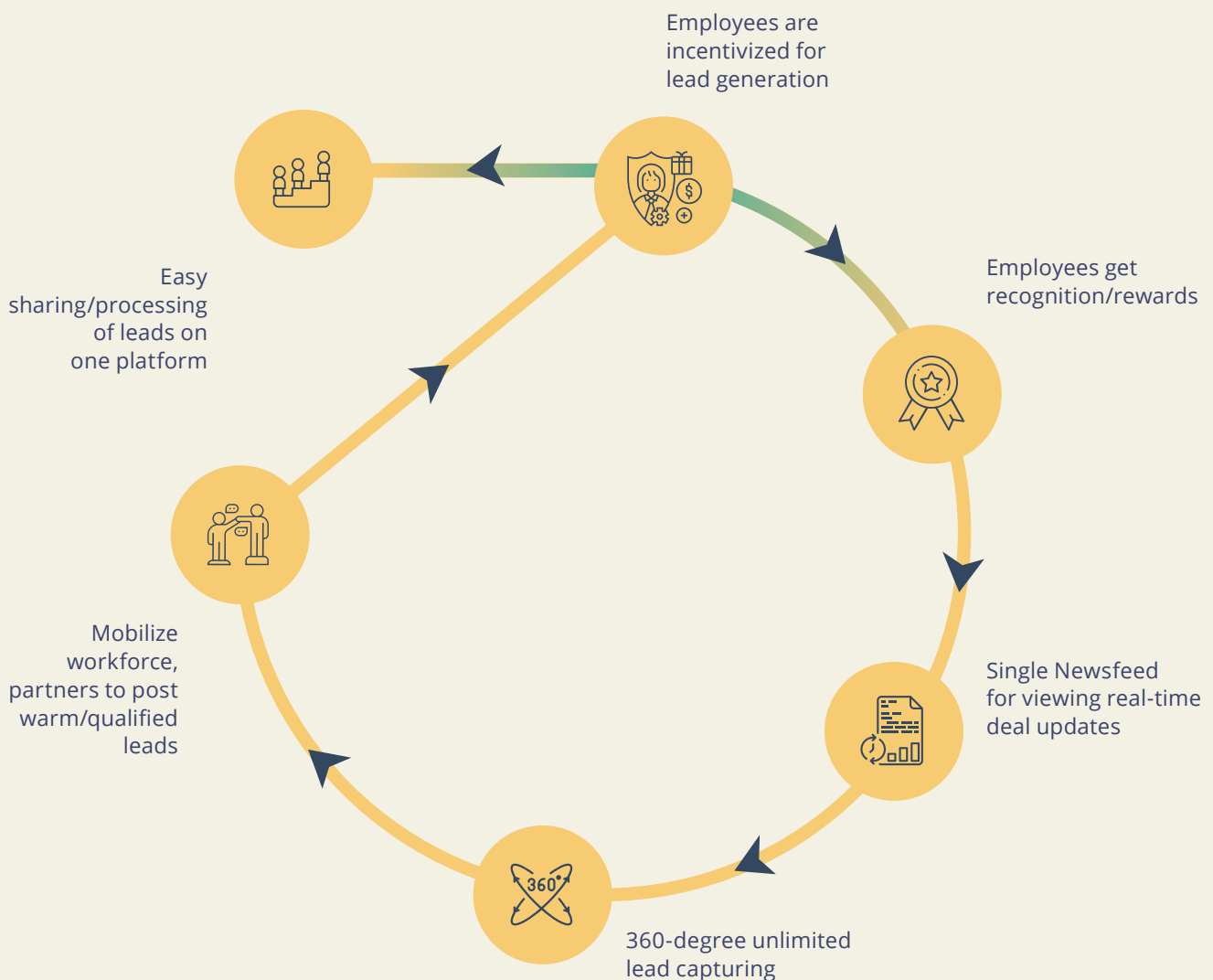
Coming to Gamification, it can easily be said that Gamification refers to application of typical game-play components like scoring points, competitions, rewards, rules of playing, etc. to workplace or real-life situations. This could be posting sales leads or online marketing efforts in a bid to engage with employees and encourage them to do the needful.

Gamification can go a long way towards impacting overall learning and engagement and may enable better decision making, particularly when gamified activities are being created. In the same mould, Gamification approaches are mobilized by LeadX for encouraging employees to post warm leads or hot sales leads. Employees get a one-stop platform for posting leads and they are adequately encouraged to do the same. What's best is that they are incentivized for their efforts through recognition and rewards including bonuses. This helps build a stronger sales culture while fostering a spirit of teamwork.

Employees automatically are driven to post better leads for the organization and grow revenues since they get recognition and incentives across the board. This uniquely tailored approach has naturally enabled LeadX to help businesses solve their lead generation and management problems.



## Features of LeadX



- *Silo-Free Sales*
- *Empowerment of all customer contact points in company*
- *Close deals as a team*
- *Fast lead entry within 10 seconds from mobile*
- *Easy handover to sales and real-time tracking of progress*
- *Real-time data linking and cross-platform accessibility*
- *Super-fast application for faster deal closure*
- *Ergonomic and contemporary design and total API integration with top CRM platforms*

## Our Founders

LeadX is blessed to have a skilled team of professionals spearheading its mission towards revolutionizing sales, lead management and organizational growth.



*Here's taking a look at the frontline warriors leading the pack:*



### **Tom Aas** | *Founder & CEO*

Tom Aas brings his vast expertise and experience to the table, having founded LeadX and spearheads the company as its Chief Executive Officer (CEO). A veteran in enterprise sales, Tom is an ex-speed skating champion in Norway and is driven by his passion towards empowering all organizations and individuals to sell faster and better. He also loves music, nature and spending time with his family.

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### **Devendra Phadnis** | *Co-Founder & CTO*

Devendra has experience of more than 16 years in developing enterprise applications. Along with working as the Chief Technical Officer (CTO) at LeadX, Devendra enjoys sampling lip-smacking Indian cuisine and mountain-climbing in his hometown of Pune.

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## Conclusion



Summing up, it can be stated that LeadX solves the lead generation question with aplomb. With a one-stop platform at your disposal, you automatically incentivize and motivate everyone in the organization and partners to post hot sales leads or warm leads. These are churned out consistently on one platform with trackable progress in real-time.

Deals are closed as a team and employees get incentives/recognition for their efforts, building a robust sales culture in the process. Companies can grow revenues courtesy consistent generation of qualified leads and easy handover to the sales team with real-time progress tracking. LeadX thus becomes a harbinger of growth for most organizations while transforming conventional concepts of lead management.

### Get in touch with Team LeadX

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