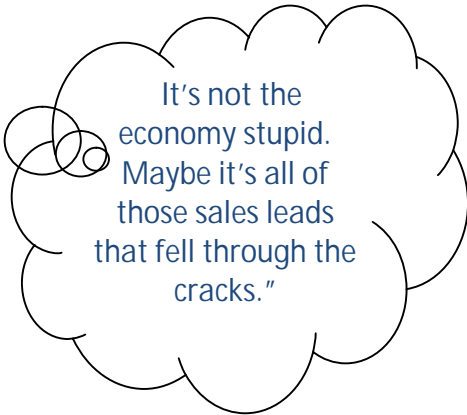


Don't Blame the Economy

We are going through some very tough economic times to be sure. The facts are that we have: high unemployment, many business closings, a weak US dollar, record deficits, fear of what may happen next and daily media reminders of how bad things are. This may all be true but in reality most elements of the economy are still thriving.



Unfortunately individuals and companies feel with all of the negatives out there this is not the time to spend money on marketing and sales. Actually, all business analysts will tell you that at times like this it is imperative to invest in aggressive marketing, fine-tune the sales process to find out what programs are working and which ones aren't. This is when you must have a system in place to make sure you get the best bang for your buck.

LEADTRACK has been in the sales lead management business for 30 years and it is frightening that from 1979 to 2009 several figures remain constants in business annals...

- More than 50% of qualified leads are never worked by sales
- Less than 50% of a sales persons time is spent selling
- 80% of trade show leads are never followed up

LEADTRACK has excellent marketing and sales productivity tools that will ensure:

- your valuable sales leads do not fall through the cracks
- inquiries are quickly routed to the correct sales person for quick action
- marketing investments are analyzed to optimize budgets
- the entire organization is linked to the sales pipeline

This is not the time to sit back and wait for things to improve. Take control, implement one of our state of the art solutions to make sure your precious sales leads are not falling through the cracks. Don't let your company or your sales people become casualties of this temporary economic slow down. You can implement LEADTRACK solutions, either ON Demand or On Your Premise in a matter of days and begin realizing the many benefits of improved sales lead and marketing management. Call us today –

You can't blame the economy if:

- Your reps are still spending the majority of their time in non sales activities
- More than half of your costly qualified leads are never worked by sales
- 80% of your trade show leads are never followed up

We don't want you to blame the economy. We want you to call us. LEADTRACK can help and we want your business!

Call Now: 800-294-7716 - Extension 702
Or email for Information: mktg@leadtrack.com