

Wright Tool Lead Management

The “Wright” leads in the right hands...right now!

Challenge



Wright Tool, a manufacturer of high quality tools for industry and professional tradesmen, faced a common marketing and sales challenge: quickly and efficiently responding to leads, getting them into the proper hands for follow-up and tracking results. Leads from their trade shows, web site and more needed to be answered quickly, and assigned to their inside sales team for further qualification. Once

qualified, the leads needed to be assigned out to appropriate sales managers and tracked in order to measure marketing R.O.I. (Return-on-Investment)

Solution

ULS implemented its lead management program to quickly capture and fulfill all of Wright Tool’s leads via email or hard copy. Leads were automatically assigned to inside sales people who qualified and reassigned leads to appropriate field reps. Reps received email notices of new lead activity and logged into ULTIMATELEAD to review and manage their leads. ULS’ dashboards made it easy for reps to track follow-up activity and results, preventing leads...and sales...from “falling through the cracks”.



Results

ULS eliminated Wright Tool’s lead processing headaches and provided management and reps with easy-to-use tools help win more sales and improve performance. ULS’ program also provided Wright Tool with a web-based CRM platform for delivering even more customer data to its sales force without the technical and administrative overhead required for in-house programs...and with a lower TCO. (Total Cost of Ownership)