



# LEADSCORE

# EXTENDED PROFILE



## OVERVIEW

LeadScore is a CRM that simplifies the process of moving between sales and marketing. The CRM can switch between sales and marketing modes, allowing users to access the specific functions and features they need from within one platform.

The sales mode allows users to manage the sales pipeline with a number of tools. These include lead scoring and deal pipelines; allowing you to drag and drop prospects into the stage of the pipeline they reside. LeadScore includes auto data entry when you call, email, or make a note on a contact, then the reports function creates a digestible view of team activity.

The marketing mode within LeadScore helps you to design and manage your email and drip campaigns. The CRM will provide analytics data to support and inform your marketing decisions. The marketing mode will also track your website metrics, offering important insight into the interaction of customers with your brand.

LeadScore offers telephony integration alongside a sales dialler, which allows you to make calls from within the software. Elsewhere, the software integrates with a number of tools, including G-suite, MailChimp, and Zendesk.

LeadScore offers bronze, silver, and gold monthly packages, with all prices based on a SaaS model. LeadScore is a cloud-based CRM, and offers native mobile apps for iOS and Android, allowing users to manage sales and access data whilst traveling.

## SOFTWARE SPECIFICATION

OVERVIEW	
PRODUCT NAME	Leadscore
SOFTWARE FEATURES	
API ACCESS	✓
CADENCE	✓
CONTACT MANAGEMENT	✓
CONTRACT MANAGEMENT	✗
DATABASE MANAGEMENT	✓
FUNNEL REPORTING	✗
INTEGRATIONS	✓
PARTNER TRACKING	✗
PERFORMANCE REPORTING	✗
PIPELINE MANAGEMENT	✓
PRODUCT & PRICE CONTROL	✗
SALES GAMIFICATION	✗
QUOTATION HANDLING	✗
TASK ASSIGNMENT	✓

TERRITORY/QUOTA MANAGEMENT	✗
<b>SUPPLEMENTARY FEATURES</b>	
CPQ	✗
CUSTOMER SERVICE AUTOMATION	✗
MARKETING AUTOMATION	✓
SOCIAL RELATIONSHIP MANAGEMENT	✓
<b>CUSTOMER SIZE</b>	
SMALL (1-50 USERS)	✓
MEDIUM (51-200 USERS)	✗
ENTERPRISE (201+ USERS)	✗
<b>OTHER FEATURES</b>	
MULTIPLE LOCATIONS	✓
MULTIPLE CURRENCY	✓
CUSTOMIZABLE	✓
<b>MOBILE FEATURES</b>	
IOS APP	✗
ANDROID APP	✗
NATIVE WEB APP	✓
<b>HOSTING METHOD</b>	
CLOUD	✓

ON-PREMISE	X
FURTHER INFORMATION	
PRICING	€8-20 per user/month
IMPLEMENTATION TIMEFRAME	1-2 days

## SOFTWARE SCREENSHOTS



Campaigns > Follow ups

Campaign steps

Day 1

Step 1

- Send immediately
- Hi: Next step? (Hi: Next step?) I'm writing to follow up. I'm not sure what our next step is. Let me know what makes sense as a next step, if any? Thanks for your input.
- ADD NEW RULE

Day 2

Step 2

- 7 DAYS after Email is sent Step 1
- Let's take another look at (Hi: Next step). Last we chatted, you requested that I get in touch in November. I may be a month early, but I figured it'd be worth checking in.
- ADD NEW RULE

To do's

4 to do's

Item	Assigned To	Priority	Due
Spice Planning Meeting	James Gordon	High	Today, 1:53
Follow-up call with Brian	Tom Cruise	Low	Today, 1:53
Remind John Cleese to learn his lines	John Cleese	High	Today, 1:53
Go through Marketing website leads	John Cleese	Normal	Today, 1:53

Dashboard

Activities Overview

200 Phone Calls  
100 Emails  
\$45,000 Sales  
\$20,000 Cost

Call Insights

- 30 Missed Calls
- 12 Unanswered Calls

Email Insights

- 20 Email Campaigns
- 12 Unengaged Subscribers
- 12 Follow up Emails

Contacts

10 Contacts

Contact

Jon Snow  
Lead Counselor at The Rights Watch

42 Four reactions | 76% Jira's response rate | 31 Most interactions | 11 Top of interactions

Details

Messages

- Jon asked if we could check back on the deal status by 2/15/21.
- Jira's legal team is looking over the draft of the contract we sent over and responded.

Activities

- Revealed the CRM demo for the Night Watch
- Received CRM demo for the Night Watch
- Received Jon Snow on you currently handling CRM?
- Contact created

Files

- Bank Family
- Bank Family
- Contract.pdf

Call Log

Call Log

Jon Snow

Jon asked if we could check back on the deal status.