

## **Database Lead Management Systems and Processes**

One of the major reasons why a sale is lost is due to improper follow up by a rep to the prospect. A sales person may forget to: (1) make an appointment; (2) contact a prospect at a later time when the prospect stated that they would be ready; (3) refresh his or her memory about the nature of the call; (4) address key information about the specific needs of the prospects; and so on. Too many times “hard to come by” leads fall through the cracks unnecessarily because no system or process exists (or is utilized effectively). So much emphasis is placed on lead generation where the primary focus should be on lead conversion. Having a solid database lead management system is essential to lead conversion. The following are definitions and components necessary for database lead management.

### **A. Definition**

Effective database lead management must consist of a system which stores pertinent information of your prospects/clients and allows you to: categorize, rank and schedule on a calendar for follow up. This is called a contact database management system. Examples include:

- Outlook
- Act
- Goldmine
- Agent 2000
- Top Producer

These are software programs that can be loaded onto your computer. Every sales rep must have one. Research the system that would best meet your needs. Within the contact database management system, a lead follow up system (or process) must be created. A lead follow up system can be crafted and tailored specifically for you and your business. In general, it should do the following:

- Schedule on a calendar at a specific time (if necessary).
- Block out the time necessary on the calendar.
- Allow you to state the nature of the contact.
- Rank the priority or urgency of the call/appointment.
- Color code to organize priority.
- Define the ID/status of your lead.
- Group leads together.

Your contact database management system is: \_\_\_\_\_

(If no system is in place) state deadline for installation: \_\_\_\_\_

### **Lead Follow Up System**

An effective lead follow up system can be developed for you within your contact database management system. The main components to have within your follow up system are:

- ID/Status Definition

- Priority Ranking
- Color Code Definition (priority)

### ID/Status Definition

Most contact database systems have a field(s) for ID and status. If not, you can usually identify a particular field and use it for that reason.

The following is an example of ID/status definitions for prospects, clients and non-interested contacts only. There are additional ID definitions you should have such as: industry, associate, competitor, vendor, etc. Those should be customized as to your specific needs.

For the sales cycle, this model is fairly universal. Adjust and modify as necessary.

ID	Definition	Status	Definition
Database	Contact determined to have no interest in product/service or follow up.	No interest/contact	Do not contact, remove from database.
		Past Interest	Some previous interest. Follow up in future (90 or more days out).
Prospect	Contact that may become a client or in various stages of sales cycle	Cold	Not yet reached to determine interest.
Prospect		Cool	Contact made, some interest in past or may in future. Appointment set or follow up is 30 or more days out for sale.
Prospect		Warm	Pre-qual completed. Qualifies for product, presentation scheduled or hiring within 30 days.
Prospect		Hot	Presentation appointment or purchasing within 7 days.
Client	Committed to purchase – funds exchanged. Agreement approved	Contract out/pending	Waiting for final process: contract signature; contract received; deposit received, cleared; payment in full, received and cleared or financial/lease approval; contingency removed.
Client		Current	All necessary funds and contracts complete. Delivery of product/service. (They are owners!)
Client		Past/Expired	Previous current client due to expiration of contract/terms, non-payment.

### **Color Code/Priority**

The following is an example of color code/priority definitions for the act contact database system. This system should be transferable for the most part to other contact systems. Adjust and modify as needed.

## **Smart Sales Solutions ACT –Database Lead Management System**

### **CALENDAR COLOR CODE CHART**

<b>Color</b>	<b>Definition</b>	<b>Priority</b>	<b>Regarding note</b>
Black	Appointment-	High	Time (9:00 APPT) followed by Type (face to face/phone) Source (Referral) Reason (presentation)
Red	Warm to Hot FU Non appt or FU Within 30 days.	High	Source/Reason (Follow up on presentation and close)

### **6 step Voice mail Color Code (Web-Seminar-Referral)**

Brown	1 <sup>st</sup> call	High	Source (Web lead) step 1
Lt Blue	2 <sup>nd</sup> call	Medium	Source (Web lead) step 2
Med Blue	3 <sup>rd</sup> call	Medium	Source (Web lead) step 3
Forest green	4 <sup>th</sup> call	Low	Source (Web lead) step 4
Kelly green	5 <sup>th</sup> call	Low	Source (Web lead) step 5
Pink	6 <sup>th</sup> call	Low	Source (Web lead) step 6

### **3 Step Voice mail Color Code (Letter Campaign)**

Lt. Yellow		Medium	Letter-Direct Mail Campaign step 1
Lt Gray		Low	Letter-Direct Mail Campaign step 2
Purple		Low	Letter-Direct Mail Campaign step 3

### **Other**

Yellow	Follow up 30-90 days	Low	Source/Reason
Med gray	Follow up 90 Or more days out	Low	Source/Reason
Lime green	Planning/Prep time	Medium	Planning prep time

### **Priority**

- High - Appointment or follow up on appointment-High payoff activity-High Urgency  
 Medium - After High priority tasks accomplished –do these next. 1<sup>st</sup>-2<sup>nd</sup> calls  
 Planning, driving to appts., self development time  
 Low - More than 30 day follow ups and 3<sup>rd</sup> -4<sup>th</sup> follow up calls. Do these last.