

LEADSTREAM

Smart Lead Distribution Technology

The Problem with Manual Lead Distribution

Any sales manager tasked with overseeing lead distribution knows the struggle. Manual delivery is an arduous and time consuming task. Errors are unavoidable. Leads that cost good money to produce are often routed to busy or less productive agents where they grow cold, or get lost entirely. These inefficiencies – though challenging to measure and to correct – regularly cost sales teams time, money, and business.

LeadStream Reinvents Lead Distribution & Management

LeadStream is PhoneBurner's game-changing lead management engine that gives sales managers effortless control, time-saving automation, and unparalleled visibility into their sales team's process and production.

Key Benefits

- ✓ Automatic lead distribution eliminates tedious and error-prone processes
- ✓ A rich set of distribution types allow managers to route leads to the right agents, and to reward proficiency and productivity
- ✓ Automated redistribution of unworked leads ensures good leads are not ignored
- ✓ Real-time reporting drives transparency and accountability throughout the sales process
- ✓ Instant delivery ensures hot leads get worked when they're most likely to convert
- ✓ Lead distribution rules that are tightly coupled with our best-in-class dialing platform promote rapid lead follow-up, and improve connect rates and sales conversions

Cost Per Sale Reduced by Over \$100 in the First Month

“As an Administrator, the PhoneBurner System has made lead distribution and financing much more time effective and simpler. The cost per sale for my team dropped by over \$100 during our first month of use. The system allows me to see who is on the line and for how long as well as listen to recorded calls with my new agents to help tweak presentation skills if needed. For the agents, it has improved their sales, time management and client follow up. Those agents who are working, driven and dedicated are seeing improved incomes and lead delivery. Those agents who are not, well, they are also earning what they work to get, thus saving my company money on lost leads. Having everything in one place and automated has helped us all work smarter and not harder.”

Melissa Dailey

US Health Advisors

Highly Customizable to Fit Your Sales Processes

LeadStream features a rich and highly customizable set of delivery rules that define the recipients and behavior of each set of leads. You control...

- ✓ Who receives leads
- ✓ In which order leads are distributed
- ✓ How many leads each recipient receives
- ✓ Daily and lifetime maximums
- ✓ How leads are recycled and redistributed
- ✓ And more

Types of LeadStreams

LeadStream's robust distribution types empower sales managers to optimize lead value through improved delivery control. Whether handling real-time leads generated from online capture forms or importing bulk past customer data, LeadStream has options to meet your needs:

Blind Pull

Pull



Leads remain in the shared pool until an agent is ready to make calls, and are distributed once their active dial session begins.

USAGE EXAMPLE

Ideal for getting agents dialing quickly with minimal setup, and when no data review is needed prior to dialing.

LeadBlitz Pull

Push/Pull



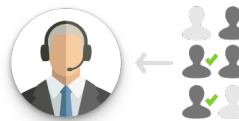
Active agents are notified of an incoming lead in real-time. First rep to claim gets the lead and contacts immediately.

USAGE EXAMPLE

Perfect for real-time leads. Allows agents to initiate a call in seconds, for optimal conversion potential.

Preview Pull

Pull



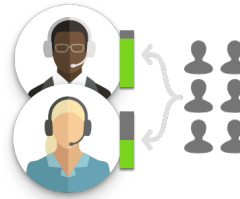
Leads stay in admin account until the agent is ready to make calls, then agent can claim leads based on limited data.

USAGE EXAMPLE

For more experienced agents, or when some basic data needs to be reviewed before setting up a dial session.

Round Robin

Push



Leads are rotated one-by-one to participating agents until each reaches their max allotment or leads run out.

USAGE EXAMPLE

Typical for bulk leads that you want evenly distributed among qualifying agents.

First Come

Push



Leads are distributed to the first recipient until their allotment is reached before proceeding to next recipient.

USAGE EXAMPLE

Ideal for allotting more experienced or deserving agents with leads before other agents receive theirs.



To learn more about growing sales using PhoneBurner and LeadStream, or to schedule a live demo, call **888-300-7371** or email sales@phoneburner.com.

Name	Description	Recipients	# Rotated	Date Created	Action
Pull - Inquiries	Rotate inquiries with the pull rotator style.	3	40	Apr 11, 2016	[Icons]
Lead Blitz	This is a lead blitz rotator for the Test Folder.	3	5	Apr 11, 2016	[Icons]
Round Robin	Rounding robin rotator.	3	32	Apr 12, 2016	[Icons]
PB Trials		1	0	Apr 15, 2016	[Icons]
Recycle Test 7		0	0	Apr 22, 2016	[Icons]
Notification Test		1	0	May 6, 2016	[Icons]
Wizard Test		1	0	May 6, 2016	[Icons]
Final Test Run		2	2	May 28, 2016	[Icons]
West Coast - Blitz		1	0	Aug 3, 2016	[Icons]