

The background is a solid green color with a subtle texture. It is decorated with white line-art icons related to finance and business. These include stacks of money, individual coins, a piggy bank, a bar chart, a line graph, and a document with a dollar sign. The icons are scattered around the edges of the frame.

Lead Management System

For ad-sales

Introduction to Outdoor Industry

The Outdoor Advertising Industry is the sector of marketing and advertising that focuses on displaying promotional content in outdoor public spaces to reach a large audience.

This includes various formats such as billboards, transit ads, street furniture ads, digital screens, airport advertising, and large-scale event branding.



Current scenario

- **Current Challenge:**
 - Leads are not systematically tracked, leading to inefficiencies in follow-ups and conversion.
- **Opportunity:**
 - Implementing a Lead Management System to ensure better organization and tracking.
- **Expected Benefits:**
 - Increased efficiency, improved lead conversion, and better resource allocation.



The Goal of the project



- **Improve Lead Tracking and Assignment:**
 - Establish a structured system to ensure all leads are captured, tracked, and assigned efficiently.
- **Enhance Lead Data Visibility and Accessibility:**
 - Make lead information readily available to relevant personnel, improving transparency and enabling informed decision-making.
- **Optimize the Sales Process:**
 - Streamline lead follow-ups and status updates, accelerating the sales cycle.
 - Enable real-time status updates.
- **Improve Interdepartmental Coordination:**
 - Facilitate seamless communication and collaboration between sales, finance, and operations teams.
- **Increase Lead Conversion Rates:**
 - Ultimately, drive revenue growth by improving the efficiency and effectiveness of the sales process.
- **Enable Data-Driven Decision Making:**
 - Provide analytics and reporting on sales performance.



Objectives of the project

Lead Tracking

Ensuring that every lead is being recorded and tracked into a system to be followed up in future

Lead Assignment

Assigning leads to relevant sales personnel based on various criterias and categories

Status Updates

Enabling a real-time update on lead assigned and measure the progress related to the leads

Analytics & Reporting

·Providing insights related to teh conversion rates and determie the annual sales performance.. Also seamless integration with the current CRM software and other internal systems.

Approach:

- Requirement Analysis: Identified the business needs and expectations of the stakeholders (team members)
- System Design & Selection: We chose salesforce as the CRM tool and tried to incorporate this sytem with it
- Development & Implementation: Configuration and customization of the system was done based on business needs.
- Testing & Validation: We conducted a pilot testing to ensure system efficiency and working of the system.
- Training & Deployment: Training to the sales teams on using the application and then going live based on the inputs received and making the necessary training sessions on dealing with the system.
- Monitoring & Optimization: We have to continuously monitor the systems performance and try to refine the overall process.

Project successes

Success criteria

- Improved accessibility and tracking of leads.
- Reduction in response time for lead follow-ups.
- Increased lead-to-sale conversion rate.
- Enhanced reporting and decision-making through data analytics.

Risks

- **User Adoption:** Resistance to change from the sales team.
- **Integration Challenges:** Compatibility with existing CRM and internal systems.
- **Cost Justification:** Demonstrating ROI and long-term benefits.

Project successes

Resources Required

- **People:** Project team, IT specialists, sales representatives.
- **Time:** Estimated implementation timeline
- **Budget:** Cost for software, customization, training, and maintenance.
- **Other:** Third-party software evaluation, site visits.

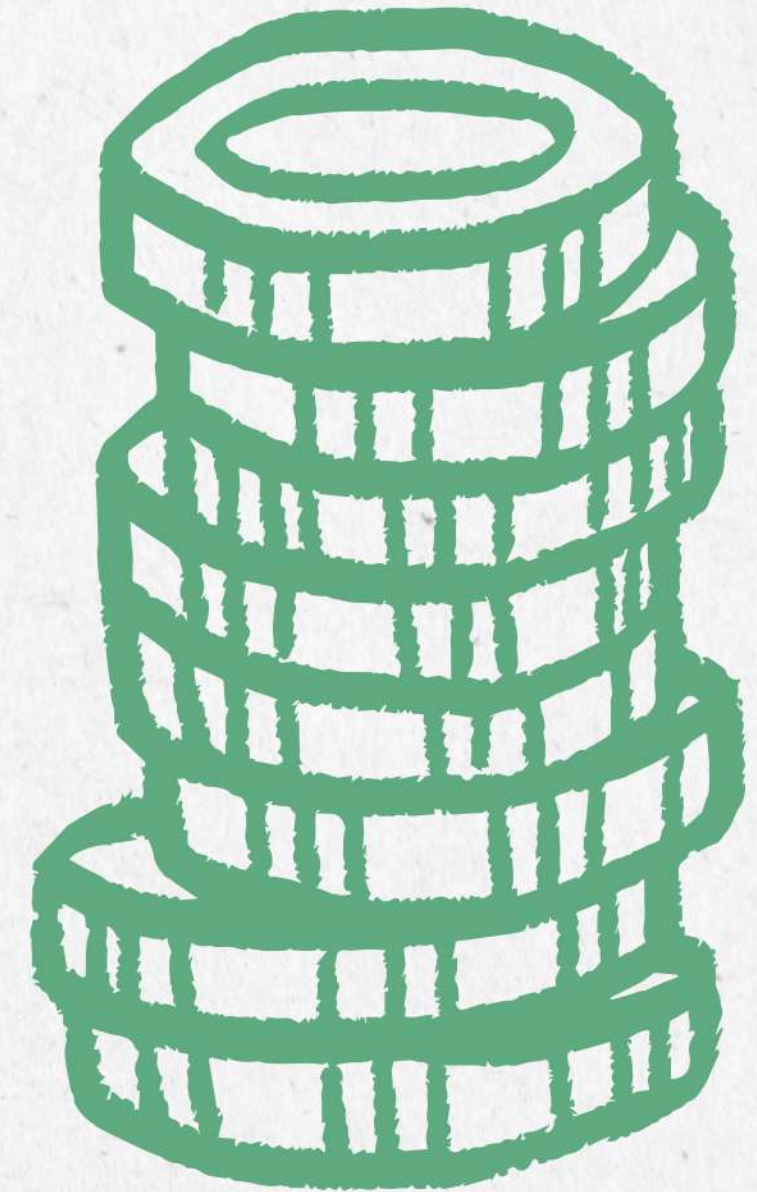
Expected Outcome

- **Efficiency Improvement:** Faster lead processing and follow-ups.
- **Revenue Growth:** Higher conversion rates and sales effectiveness.
- **Data-Driven Decisions:** Better insights through comprehensive reports.
- **Enhanced Collaboration:** Streamlined communication between teams.

Summary of project implementation

The implementation of the Lead Management System marks a significant step towards optimizing our advertisement sales process. We have successfully established a structured framework for lead tracking, assignment, and status updates, laying the foundation for enhanced efficiency and revenue growth.

To ensure the system's ongoing effectiveness, we will have to continuously monitor and collect the feedback for the users. Regular performance reviews and user feedback sessions will enable us to identify areas for refinement and optimization



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**Thank you
very much!**