ZiftONE™

Lead Distribution Management

GAIN VISIBILITY INTO PARTNER PIPELINE ACTIVITY

When the leads you pass to partners disappear into the channel sales black hole, opportunities vanish and channel programs are torn apart. ZiftONE delivers unmatched visibility into the partner pipeline and across the entire sales lifecycle. With automated Lead Distribution Management, ZiftONE brings lead activity back into sharp focus and makes it easy to deliver the sales qualified leads your partners require, directly into the systems they use most, complete with the detailed information they need to nurture prospects through to close.

The Leads They Need, In The Systems They Use Most

Zift helps you empower channel partners and create a more collaborative sales process by automatically assigning and distributing qualified leads via intelligent email workflows or directly into the CRM systems partners already use every day. Partners get the data and insight they need, when and where they need it, as leads are delivered reliably along with relevant details, such as profile data (name, company, etc.) and lead history (campaign, emails opened/clicked, website views, etc.) to establish rapport, nurture prospects and close more deals.
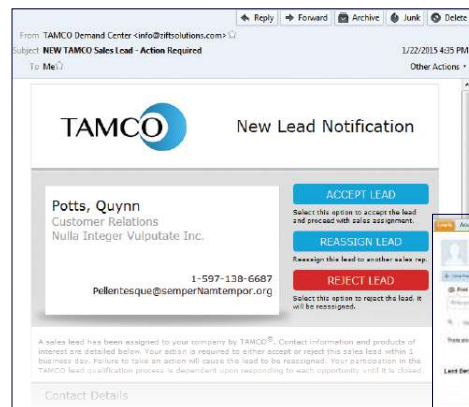
KEY BENEFITS
Lead Distribution Management

Deliver sales qualified leads to partners via email or directly into their CRM or SFA systems.

See exactly what's happening with the leads you provide to partners throughout the sales cycle.
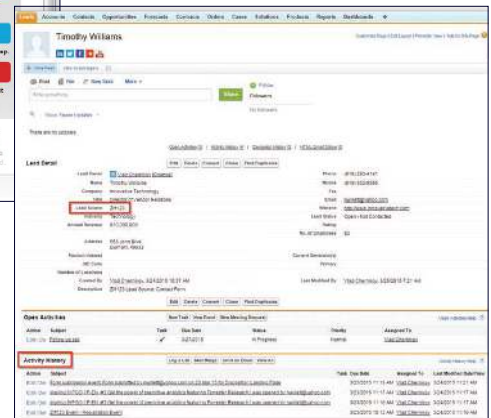
Foster collaboration with closed-loop analytics and automated reporting.

Empower lead nurturing with relevant prospecting details regarding lead background and activity.

Close the loop with email workflows and easily add the lead to a nurture campaign

Deliver leads directly into partners' CRM including activity history

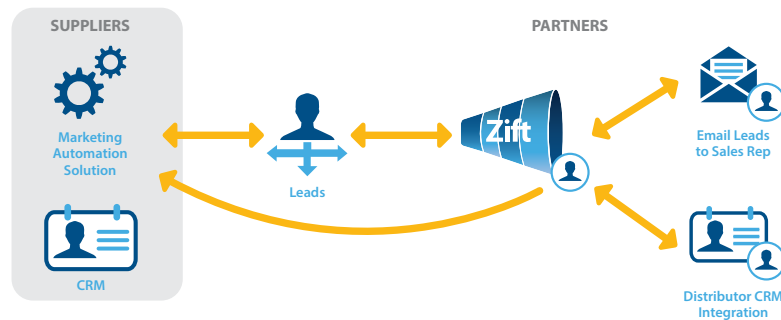## Lead Distribution Management from ZiftONE Lets You:

Deliver leads via email or directly into the systems your partners use most, including Salesforce, Microsoft Dynamics, Oracle, SugarCRM, Sage and more

Enable visibility and tracking across the entire lead lifecycle

Speed and strengthen follow up with deeper prospect data

Easily see and share feedback, track lead activities and measure results with automated closed-loop reporting

Leverage Zift's Through Partner Marketing Automation to help partners nurture warm leads until they are ready for sales

" With Zift we are finally able to see into the 'black hole' after we pass leads to our partners. We know exactly what happens to the leads, where they are in the sales process and can easily measure our channel marketing ROI. "

\- **Mike Gallagher**
Senior Director, HP Software

Gain real-time visibility into lead activity and closed-loop reporting to see, measure and share results and evaluate the success of your channel marketing efforts.

Visibility into lead lifecycle and pipeline throughout the sales process

Get Started Today

Zift boosts channel partner program productivity, and profitability by automating and aligning marketing sales, and operational processes. The ZiftONE platform integrates seamlessly with established systems and infrastructure to speed time-to-sales, create an exceptional partner experience, and provide faster ROI.

Learn more at **www.ziftsolutions.com**.