



## Tuutkia white paper

# The Leads Manager

A novel, innovative approach to converting leads and sharing customer insights with the larger sales community

### **A 360view of Leads and Contacts**

Customer relationship management (CRM) software from companies such as Salesforce, Oracle and SAP are often beyond the price range of SMB and mid-sized enterprises and don't offer collaboration with other sales professionals outside the organization. Tuutkia's Leads Manager platform offers an elegant solution by not only providing an affordable way to create, edit and manage existing contacts and prospective leads, but share and exchange valuable insights with a community of sales reps across a wide range of vertical markets.

Developing a dynamic sales strategy means understanding the customer's needs and perspective while establishing trust. Leads Manager's powerful insights platform provides a 360view of the contact or lead not derived from analytics but actual user experience. This element differentiates the platform from CRM systems. In fact, Leads Manager is something entirely unique -- a social application that gives sales professionals the power to share contact information and reach prospective leads faster than ever. Leads Manager automatically builds a community of sales reps sharing and inherently creating a strong support structure of peers, mentors, advisers, partners, and confidants. A structure that the sales reps themselves help to grow, maintain, and leverage.

### **Streamlining the Sales Process**

Converting leads into sales is an arduous and time-consuming process for any sales professional. The majority of resources and effort is devoted to gathering contact information, approaching the contact via cold calling and emailing, and establishing a foot in the door.

On the Leads Manager platform, a simple contact search enables the sales professional to view sales reps who may know or have done business with the contact. The sales rep can then leverage the platform for specific contacts they might be looking for while lessening the time and effort actually needed to identify, locate, and get in front of a contact, solving a universal problem and a daily challenge for all salespeople. With Leads Manager, the collaborative nature of the platform extends a sales professional's reach directly to their contacts, enabling the sales rep to focus on building trust and partnership, influencing decisions and closing the deal.

### **Create Valuable Insights with Innovative Features**

The platform is inherently social and engaging with the community of sales professionals creates value for the user. Based on information gathered from the community, a helpful set of

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tools and features enable the sales professional to easily manage leads and contacts, create insights, and improve internal decision making.

The simple structure of Tuutkia Notes allows the sales professional to publically or privately record personal contact, company, and lead insights. In aggregation, is a valuable tool for sharing your personal understanding of the breadth and depth of an opportunity and influence the nature and value of that opportunity on the Tuutkia platform. The Sales Management Report allows sales managers to assess how a sales campaign is progressing by generating a view of sales reps and associated leads, contacts and notes. The platform also lets the user schedule follow-ups and synch them with google calendar.

### **Extended Reach with Minimal Bandwidth**

Given the overall reach and potential for growth, getting started is quite simple and doesn't involve a complicated IT infrastructure. Once a sales rep has input contact or lead information into the user-friendly system (directly from an excel document or manually), they can leverage the power of Tuutkia's extended network of sales professionals to gather insights about contacts or leads.

While the most advanced CRM systems use big data analytics and social media integration to create a contact profile, Tuutkia's unique platform leverages the power of human knowledge and personal interaction to provide unrivaled access into the "office" of potential leads. Instead of standing outside the customer's office with a value proposition, begging for your pitch to be heard, get exclusive access behind closed doors with insights and an introduction only available through other sales reps.

Leads Manager isn't just a way to manage leads and contacts, it's a community of sales professionals who are willing to share and collaborate with one another in order to develop a dynamic marketing and sales strategy and gain the competitive edge needed in the ever-changing business landscape. For a modest fee, your business can enter this community, and find ways to engage prospects that can take your business to the next level of opportunity.

### **About Tuutkia**

Tuutkia is a Silicon Valley-based company focused on bringing value to sales professionals and sales/marketing organizations. Our team is made up of sales and marketing veterans who bring a wealth of knowledge from major corporations such as Cisco, Oracle, and Disney; small to medium-sized enterprises; and startups. As business owners we understand the demands placed on sales business.

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