

Introducing the world's first online prospect CRM system for the fenestration and building industry

In 2008 Insight Data launched Salestracker, acclaimed as the world's first web-based prospect database software, updated live in real-time for the fenestration and building industry.

Salestracker enables users to log-on from any internet enabled PC*, Mac or iPad, create and manage prospect lists and export data for direct mail, email marketing or analysis. It's fast, easy and because Insight Data's research team are continuously updating Salestracker in real-time, you will always access the most accurate data available. If a new record is added at 9:00am, you could be contacting them at 9:05am.

Provide your sales team with a contact list, or give them their own log-in so they can use Salestracker to find other customers when they're planning their sales calls or arrive at a call early. The system can be configured to give restricted access, and a built-in activity report provides full details of user activity.



Now available on iPad

Advanced Features

In early 2010 Insight launched an all-new version of Salestracker with a host of additional features designed to help clients gain the most from their database. Some of the features include;

- **Own records.** Add your own private records to Salestracker so you can store all your prospect and customer details together, safely and securely.
- **Sales Manager.** Allocate sales people, track lead sources, manage prospects and customers, and add notes/further contacts to each record.
- **Task Manager.** Set tasks and follow-up reminders for you or other users and receive Salestracker and email alerts.
- **Sales Pipeline.** Advanced users can manage the sales process and projected revenue from raw data through to prospect, through to customer.
- **Document Vault.** Attach visit reports, quotes, order forms, or other documents to a record or list of records using Campaign Management.
- **Campaign Management.** Create a list of prospects or customers, and simultaneously add notes or details to each record.

Case Study

The Conservatory Factory in Somerset is a major conservatory roof fabricator. MD Bob Lilley recognised that the market was becoming increasingly tough and, after several people had recommended Insight Data's Salestracker software, he decided to trial the system.

"We were struggling to generate enough leads and our sales team were missing targets. Salestracker gave us immediate access to conservatory installers, many of whom were on our doorstep yet we'd never come across them. The number of prospects and accuracy of the data meant we could take a much more focused approach to our marketing and sales activity. Salestracker provides everything from volume of conservatories installed to preferred frame and roof brands, with full contact details including emails."

Salestracker is now central to The Conservatory Factory's business strategy. The company use it to segment and target prospects with direct mail and email which is then followed up with telesales using Salestracker's built-in telesales functions. The Task Manager app is then used by the sales team to continuously chase and follow up leads, quotations and orders.

“Our sales team now smash every sales target and we've been able to cut our marketing spend. It's about working smarter rather than harder.”

Bob Lilley - The Conservatory Factory

*With Internet Explorer 7 or above