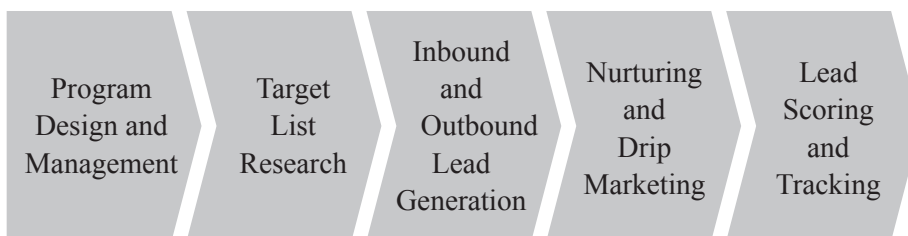


Lead Ready™

3forward's Lead Ready™ service provides companies a fully managed and complete program for finding, developing and converting leads to sales ready opportunities. This top-of-the-funnel sales acceleration service is perfect for companies ready to join **Best-in-Class** sales organizations already benefiting from the powerful combination of segmentation, outbound and inbound marketing, social media engagement, on-line events and lead scoring and nurturing.

Lead Ready™ includes the key elements for successful Lead Lifecycle Management



Lead Ready™ offers exceptional functionality

- Track all lead interactions with your company over time
- **Nurture** leads with automated, rules based **drip marketing** and personalized content
- **Score and prioritize** leads based on behavior (online and offline)
- Automatically move **sales ready** leads into CRM system
- Create and publish customized landing pages, forms and surveys for your website
- Create **personalized e-newsletters** to further nurture leads
- Website and landing page visitor analytics, tracking and scoring
- **Measure campaign results** on one dashboard

Lead Ready™ – Optional Services

- Webinar and online production, promotion and event management
- Content creation – newsletters, emails, case studies, blog posts, videos, podcasts, streaming media, e-books, white papers
- Social media strategy, launch and on-going engagement
- Market Entry, Market Expansion or Anchor Client strategies and playbooks
- Prospect or Competitor Surveillance and Reporting
- Executive appointment setting

Did you know?

Aberdeen Group research shows Best-in-Class sales organizations last year averaged **35% YOY increases** in annual revenue, achieved a **34% increase in new lead creation** and have a **36% bid-to-win ratio***

60% of Best in Class organizations segment and target their markets

45% of Best in Class sales organizations have segmentation driven lead nurturing programs

*Lead Lifecycle Management: Building A Pipeline That Never Leaks, by Aberdeen Group, July 2009

Lead Management Automation Lead Ready™

from 3forward is powered by LeadLife Solutions lead management software. LeadLife's software suite is flexible and intuitive, helping marketing increase the value of lead generation dollars while maximizing sales resources. LeadLife's SAAS delivery platform offers fast start up, no IT investment, extensive customization capabilities and scalability and full integration with leading CRM systems.

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