



Prospects

With leasing and fleet management companies under ever increasing pressure to secure new clients, **bynxFLEET Prospect Management** allows them to quickly engage with prospects, capture sales information for future qualification, offer quotes, assess creditworthiness and seamlessly convert prospects into customers.

The application helps companies to monitor and maintain their relationships with prospects, which is the key to improving relations and increasing the overall customer base.

Successful relationship management relies on tracking the amount of exposure the sales force has had with prospects and the opportunity probability of converting them into customers. The opportunity tracking system includes status updates, so that as the relationship with the prospect develops and matures the type of contact can be regularly logged and reported.

The module also allows sales teams to capture vital information regarding their prospects, including contact names and numbers, product requirements, business/fleet size, financial & credit details, an assessment of the likely competition and even the best contact times.

Prospect Management includes a Communications module that features diarised activities, letters, e-mail, SMS and document storage. The functionality provided by this module is second to none, enabling fleet companies to significantly increase the conversion ratio of prospects to clients.

