# D·A·T·A
# F r o n t l i n e

## Bringing Business Solutions to the Frontline with Data Frontline Software for Sales minded organizations

One of the most important aspects of any company or organization is sales, as these are what allow the company or organization to remain in business.  Increasing sales is always a big concern of executives and managers, as they seek to make the company more profitable.  Sales Lead Tracker Utility, produced by Data Frontline, is designed to be a simple, effective and affordable solution.

## The Solution:

## Sales Lead Tracker Utility (SLTU)

This software-as-a-service (SaaS) application has been developed with the budget-conscious company in mind.  Keeping track of leads, prospects and sales is a huge challenge for any sales professional today.  When it comes down to it, one of the best ways to keep your leads and sales organized effectively is to look for tracking software specifically designed for sales. With a well-designed sales tracking software, you can track leads and prospects and review and report on your sales

### What you need in Sales Tracking Software

Finding software to effectively track your sales can be a bit of a challenge. There are literally hundreds of options on the market ranging from very simple programs to extremely complex ones.  There are programs that can do just about everything under the sun, but you will probably pay a premium for them and likely won't use half of the features. Focus on what you do and what you need to know. As sales professionals the focus is on the information that will make you money.

### Functionality

Many features in a premium tool would rarely get used.  Sales professionals focus on the features that will be used on a daily basis. For most sales people, the following are typically the primary areas of use:

- Sales Management: A simple way to track sales leads and opportunities.
- Sales History: An effective method for keep notes and tracking communication. \
- Organization: A simple tool to organize appointments, tasks, opportunities and all related sales records.
- User/role based security
- Low monthly cost, no setup fee. No hidden costs or contracts. Cancel anytime.
- Extremely simple to use and intuitive layout.
- Data Portability - Take your data with you! If for any reason you need your data, easily download it to your computer.
- Assign and track sales pipeline and contacts across the entire team.
- Low cost of ownership with no software, or hardware to maintain.
- Automatic data backup