



## Managing Leads With Service Desktop **Pro**

### Manage Your Online & Offline Project Leads & Bids !!!!

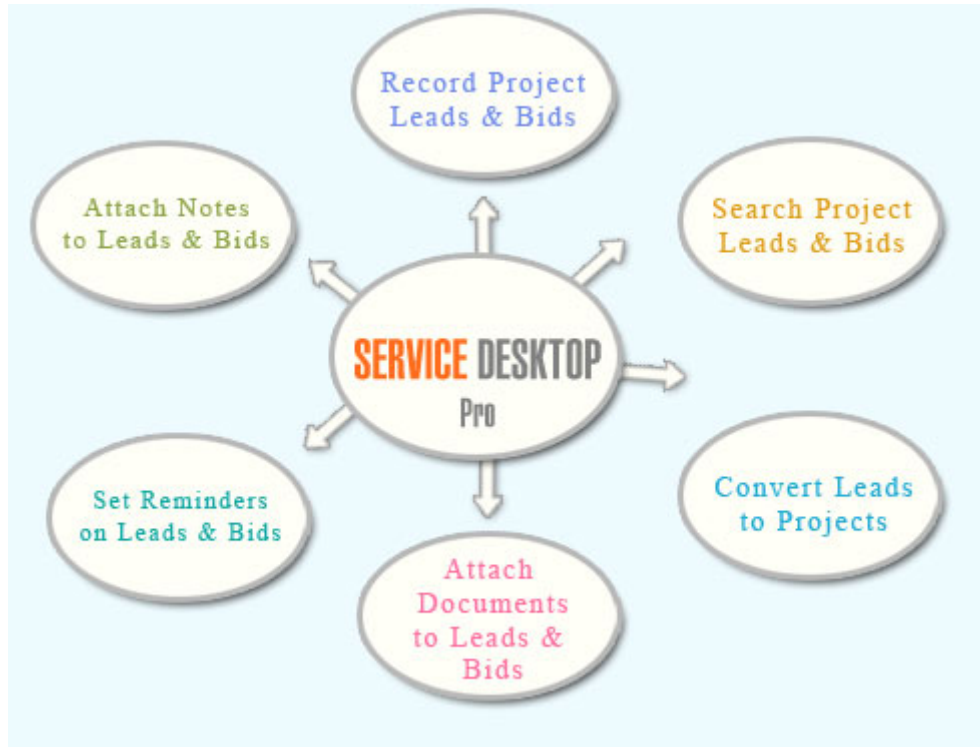
Project Leads, RFQs and Bids initiate the project procurement process. Project leads can be acquired from online sources like freelance websites where service providers place bids for projects posted by others.

Thousands of projects leads are posted by prospective buyers every month on such websites. It is easy to keep bidding on such websites and forget the bids. This results in loss of opportunity. Also, it is not possible to keep bidding frequently on all the websites at a time.

It is essential to separate the grain from the chaff. In this regard, bids need to be recorded and tracked for effective communication with buyers and also to track the potentially superior sources of projects.

Frequently updating and tracking bid information can help fight competition and creates an impression of pro-activeness in the minds of buyers. This also helps in planning a suitable project procurement strategy based upon available resources and time lines.

Apart from this, projects leads are acquired from offline media like contacts, word of mouth publicity, advertising and RFQ's. These have to be carefully and dedicatedly handled in order to win over the client's confidence. Also, during communication with prospective clients it always helps to be aware of the proposal placed before him and subsequent amendments to the same.



Keeping this in mind, Service Desktop Pro makes light of the task of leads tracking both online and offline. You can record your various bids placed on freelance websites in great details and set reminders for timely action on the same.

You may attach lead related digital documents and notes to your lead. You may also enter details of your competitors' proposals for the same project, helping you to analyze your own position with respect to the competition.

Analyzing the bids and leads data over a period of time helps you chalk out a suitable project procurement strategy by which you can concentrate on the most productive project sources rather than wasting your time on chasing all available sources.

The system comes pre-populated with the database of major online freelance marketplaces for ease of sorting information. Apart from freelance websites you can easily add proposals form various other sources. A dynamic and interactive search function enables you to quickly search for leads and bids.