

eMap

Creating leads from the Business look up API

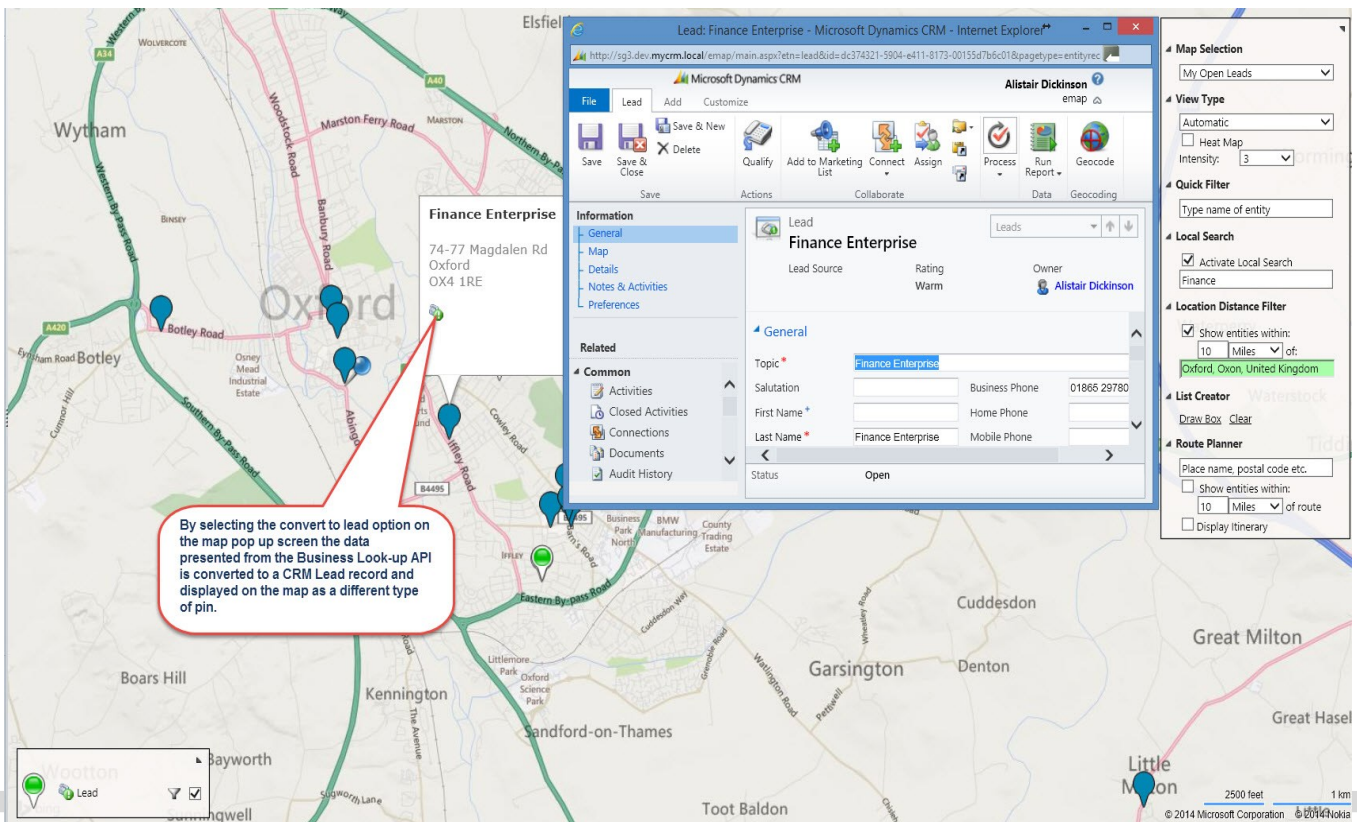
Finding prospects for your business and turning that data into a lead or prospect record in CRM has never been easier, and will access to so much data the solution can be used in many ways.

Event Creation

You can use the data look up to find organizations of a certain type in a certain area, and this adds great value if you are holding events and need to have certain organization types invited.

Field Sales People

Many times a field sales person or executive may attend a meeting with a prospect or a customer on a business park or industrial site. Now with the eMap data lookup you can easily see who else is in the area and either pre contact or arrange a campaign, meaning more effective use of individuals time.



The screenshot displays the Microsoft Dynamics CRM eMap interface. A map of Oxford is shown with several blue location pins. A red callout box points to a specific pin with the following text: "By selecting the convert to lead option on the map pop up screen the data presented from the Business Look-up API is converted to a CRM Lead record and displayed on the map as a different type of pin." The main window shows the 'Lead: Finance Enterprise' record, with details such as '74-77 Magdalen Rd, Oxford, OX4 1RE', 'Lead Source: Finance Enterprise', 'Rating: Warm', and 'Owner: Alistair Dickinson'. The sidebar on the right contains various filters and search options, including 'Map Selection', 'View Type', 'Quick Filter', 'Local Search', 'Location Distance Filter', 'List Creator', and 'Route Planner'.

For Additional Information

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