



LAMAR SOFTWARE, INC.
SPECIALISTS IN MANUFACTURING AND DISTRIBUTION

Competitor Definitions and Sales Lead Tracking

Competitors can be defined with any number of their associated products. Each of the competitor products can be described in remarks of any length and their price range can be specified.

Sales leads include sales representative references, any number of line items with comments and competitor product assignments, confidence factors and offered price ranges.

The queries and reports based on the sales lead data include various review reports sorted by sales representative, by sales territory and by potential customer code.