manage your leads in 3 easy steps

1 leads > 2 follow-up > 3 closure → booked
→ lost

sales crm

EQMSlite

a free CRM for every business

EQMS Lite is a free sales CRM software to automate and simplify your sales

Generally businesses starts off with managing leads/enquiries in excel.

Managing leads in excel has it own limitation such as
- It is time consuming process
- Less secured
- Collating data is pain.

Still using Excel to manage your leads?

EQMS Lite has been designed simple keeping in mind, the need of small business, to help them organize sales process and accelerate growth.

Typically Sales lead management involves 3 important stages, which are covered in EQMS Lite.
- Enquiry
- Follow-up
- Closure

Enquiry/Lead You may receive enquiries from various sources such as Newspaper Advertisement, Internet Advertisement, Cold Call.
Proper Management of this lead information enables you to analyze and track the product, or source that generate more leads/enquiries. It also helps you to store the customer contact details in an organized way, so that it is easily available whenever

Follow-ups Most of the deals are lost to competitors due to less follow-up or over follow-ups. Proper management of follow-up information prevents leads, from going cold. EQMS Lite enables you to record the complete details of follow-up such as mode of follow-up if it is phone, email or a personal visit and so on, date and time of follow-up, brief about the communication done and the next follow-up details. It also provides you the entire history of lead follow-up in a single glance.

Closure After series of follow-up the lead is moved to the final stage that is closure. Managing closure details enables you monitor and track the overall sales performance. EQMS Lite lets you track the status of lead/enquiry i.e. booked, lost or cancelled along with the status reason for winning or losing the deal. Other Features Reports Reports provides complete overview of leads, follow-ups and closure details.

Other free software's

project timesheet

TIMETracker lite

service crm

service desk lite