



dCode Technologies for Services: Sharing Critical Information to the Sales Process

dCode allows employees at all offices to collaborate on accounts by sharing information critical to the sales process. The research from experts in sales and marketing industry found that more ROI is reaped from the continuous engagement with customers versus simply trying to engage new opportunities through single in-line communications. The overall process requires sustained efforts to succeed with consistency and interaction with customers through collaborative lead management tools and knowledgebase.



The experience for last many years shows that the buyers choose the supplier who has been a resource and has developed a consistent relationship with them regardless of their timing to buy. The customers want ready leads from the supplier who understand their business, their needs and forecast their requirement to get them leading edge from their competitors.

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