

## **20/20 Companies Creates Industry-First Sales Mapping Technology to Track and Manage Sales Leads**

### ***‘NGen Leads’ Provides Analytics, Automates and Streamlines Sales Process***

**Dallas – 26 January 2010** – 20/20 Companies, one of the country’s largest direct sales force and management solution providers, today announced it has created an industry-first software system that enables sophisticated mapping, tracking and management of sales leads. The new system, NGen Leads, automates information, assignments and logistics while also providing critical analytics for 20/20 Companies’ sales teams and management.

“The development and implementation of NGen Leads cut our sales lead processing costs in half,” said Christopher B. Munday, Chairman and CEO, 20/20 Companies. “Our speed to market has dramatically improved from two weeks to two days for list processing and deployment. This provides our clients with a huge advantage to get their products and services into the market quickly and efficiently.”

What used to be a manual and tedious process, information input is now streamlined and immediately shows significant data including past contact history, aging and existing contracts. NGen Leads integrates this information with a map of the selected area allowing sales teams to take a targeted approach leading to increased sales.

“We are driven to create and provide the most advanced tools and capabilities within 20/20 Companies to secure the greatest return on investment for our clients,” said Steve Peters, President, 20/20 Companies. “NGen Leads is already paying off in both sales lead tracking and analytics, enabling us to maximize every opportunity.”

The analytics produced by the system offer a complete view of customer history and target sales area which creates new efficiencies in managing sales leads and teams. The information generated streamlines the process from the time leads are received from the client through the entire sales cycle.

###

#### **About 20/20 Companies**

20/20 Companies is one of the country’s largest direct sales force and management solution providers. Committed to excellence and customer satisfaction built on long-term relationships, 20/20 Companies teams are professional, well trained and motivated towards success in the areas of consumer sales, business-to-business sales, retail sales staffing and event marketing. For more information, visit [www.2020companies.com](http://www.2020companies.com).

#### **Media Contact**

Jennifer Webb

212-221-1616

Jennifer\_webb@coltrin.com