

**SAMPLE LEAD**

**Lead Details - Software: Accounting/ERP**

**Company / Prospect Contact Information:**

<b>Company Name</b>	CH Industries	<b>Address</b>	200 Main St
<b>Contact Name</b>	James Davis	<b>City, State, Zip</b>	New York, NY 10011
<b>Title</b>	IT Manager	<b>Phone Number</b>	212-555-1234
<b>Email Address</b>	jdavis@chind.com		

**Company Profile:**

<b>Number of Employees</b>	21-50
<b>Number of Locations</b>	3-5
<b>HQ Location</b>	New York, NY
<b>Approximate Annual Revenue</b>	\$11-25M
<b>Industry</b>	Manufacturing
<b>Primary SIC</b>	2273

**Lead Detail:**

<b>Current Software</b>	RISC- Based
<b>Planned Operating System</b>	Windows
<b>Purchase Timeframe</b>	7-9 Months
<b>Evaluation Stage</b>	Evaluating Vendors
<b>Functionality Required</b>	Inventory Management; MRP; Remote Locations; CRM
<b>Open to Evaluating Hosted Solutions</b>	Yes
<b>Expected Expenditure</b>	\$50-100K
<b>Number of Concurrent Users</b>	16-25
<b>Other Decision-Maker 1</b>	Steve White, CEO
<b>Other Decision-Maker 2</b>	Dan Williams, CFO
<b>Comments</b>	The company is a synthetic turf manufacturing company. Currently using an old IBM RISC based ERP. They are looking for a Windows based ERP to run on SQL server. They are currently not using any CRM and would like the new ERP to have CRM functionality integrated. They are open to look into other software as they have not yet finalized on any software. Factors prompting this purchase decision are that their customers require better and faster information, better reporting & inventory control. Their estimated budget for the purchase is \$60-120K and need about 25 concurrent users on the system, about 12 for CRM. Contact is one of the key decision makers for this purchase along with the CEO & President- Steve White. He is open to be contacted by solution providers over the next few days. Tuesday through Thursday are best days to contact him