

## Our Story

Founded in 2007 and located in Scottsdale, Arizona, ClickPoint serves both Fortune 500 companies and small businesses. ClickPoint was born out of a desire to help companies tackle the big problem of managing leads and sales teams effectively.


Today ClickPoint works to help companies implement Lead Management Automation. ClickPoint integrates sales and marketing effectively and prevents sales inefficiency, resulting in increased lead quality, lead quantity, and improved conversion.

## Key Facts

- Founded in 2007
- Chief Executive Officer: Gabriel Buck
- Location: Scottsdale, AZ
- Privately held company
- SaaS solutions, hosted with Microsoft Azure

## Markets Served


ClickPoint serves sales driven organizations with five or more salespeople across many different business verticals in the United States, Australia, UK, and Canada. Below are the primary industries we serve.

 Financial Service Providers (Mortgage and Business Lending)

 Insurance Agencies

 Home Services (Pest, Alarm, Warranty, Maid Service)

 Hospitality and Travel

 Software and IT Companies

 Automotive


 Retail


 Online Education


 Entertainment


 Consulting Firms


## Cornerstone Products

 **Automated Lead Distribution:** Salespeople want more “at bats” with a simple sales solution. The lead routing solution within SalesExec prioritizes leads based on a variety of criteria such as: state, first-in / first out, calling hours, and sales performance.

 **Email Nurture:** Getting extra lift from every lead that is unresponsive can make a world of difference to sales teams. The ClickPoint email solution drives more value from leads. ClickPoint improves email open rates and delivers timely communication to your customers.

 **Telephony:** ClickPoint partners with Nextiva and other VoIP telephony providers. This means your customers can use existing phone solutions and integrate them with ClickPoint.

 **Customized Reporting:** Customers from different industry types want different reports. ClickPoint provides customized dashboard reports as well as scoreboard reports.

 **Mobile Applications:** ClickPoint serves both inside and outside sales teams. While many of our customers are in call centers, we have just as many in the field. We provide solutions for all types of sales professionals to respond and follow up with their leads.

## Summary

With ClickPoint being the first solution utilized in the sales funnel, managers and executives can be confident that each lead is worked to its full potential. Each product in the ClickPoint suite has been tested and proven to maximize sales productivity and efficiency. ClickPoint has simplified the sales process, assuring sales teams that every marketing dollar spent results in quantifiable and measurable returns.