**Central Sales Tracking   
Documentation:**

Central sales tracking is web-based software that helps in the course of the business to track, maintain leads and customers from sales to billing stage. It is very versatile software that takes care of most of the things that are needed for tracking in any Industry.

Since it is web-based, it is available anytime and anywhere. It can also be access via Mobile phones/Tabs. The software uses minimum system requirements and works on any computer with the latest and updated browser. It is compatible with most internet browsers like Mozilla and Chrome.

What does it do? In any industry the staffs needs a robust and a reliable system to keep track of the bookings and various other things about the customers from time to time. It can also store leads which the staffs can use it for conversion thereby increasing their sales. It also has a feature which can be used to track targets for the sales representatives. They can view their daily targets and the progress made during the course of their field work.

**Some of the salient features of this software are as follows:**

1. **Create Contacts**: It can be used for making new records of customers and corporate as well.

For customers the records can be set to individual and for corporate the record can be set to company in the drop down.

1. **Create Lead:** Lead can then be created by entering the necessary details
2. **Create Event**: Event can then be created for the respective lead
3. **Create Enquiry**: Enquiry can then be entered regarding the lead. Various types of inquiry can be created. Depending on client requirements, other industries can also be accommodated.

The features of are slightly different with regards to entering the data. This can be customised for different industries. After entering all the information, the inquiry can be assigned to Operations/Sales.

1. **Create Campaign –** this can be used by telemarketers for creating campaign for calls.
2. **Tracking Feature** - sales can create different quotations for the customer offer to send it to operations that can then make a decision about the quotation. A new quotation can be created if it is rejected by the Operations and the old quotation of the offer will remain unchanged.
3. **Create Invoice:** After all the details are added into the fields, an invoice or bill can be created by the software.
4. **Dashboard:** The dashboard shows the to-do tasks/appointments and relays the information at a glance. It is similar to the planner in anyone’s dairy.