

The **fiberon® Lead Manager** is the place to get qualified leads for **fiberon®** composite decking & railing systems. Getting high quality leads is simple. This short guide will get you started. Your participation in **Lead Manager** begins with a “Welcome” email (FIG 1). This email contains the login link and your credentials to enter **Lead Manager**. Print this email and save your login information for future reference.

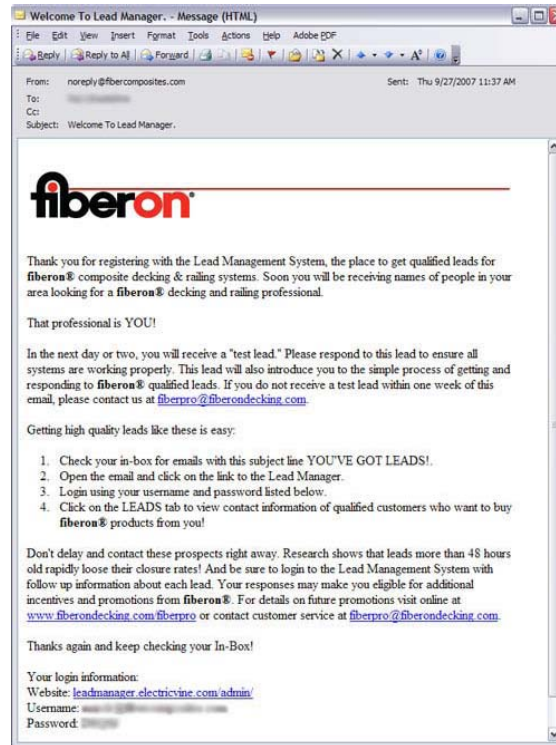


Figure 1

Following the “Welcome” email you’ll begin to receive leads via email. These emails from Lead Manager enter your inbox with the subject line “New Sales Leads!” Open this email (FIG 2) and click on the **login** link.



Figure 2

The **Lead Manager** login page will appear in a new internet browser window (FIG 3). Enter your username and password in the appropriate boxes and click the **Log In** button.

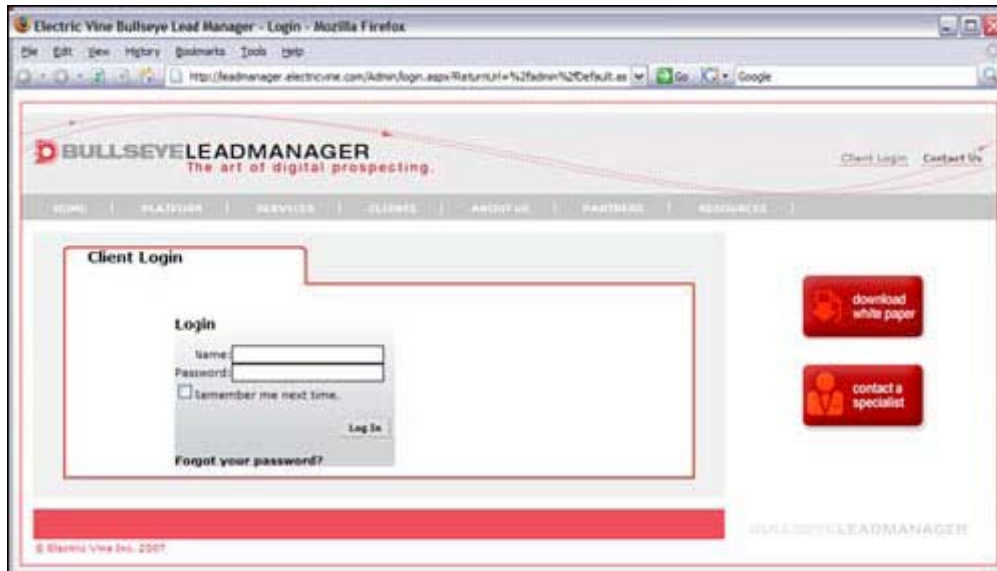


Figure 3

After a successful login, you'll see your new leads displayed with basic contact information (FIG 4).



Figure 4

You can contact this lead immediately via email by clicking the highlighted email address. Lead Manager will automatically start your default email program and fill in the "Send To" information.

**NOTE: For users of online email systems like Yahoo or Google, you will need to access those programs independently from Lead Manager.**

Additional lead information may be accessed by clicking the [View Details](#) button. The lead details screen (FIG 5) provides additional contact and source information and allows you to save personal notes about the lead.

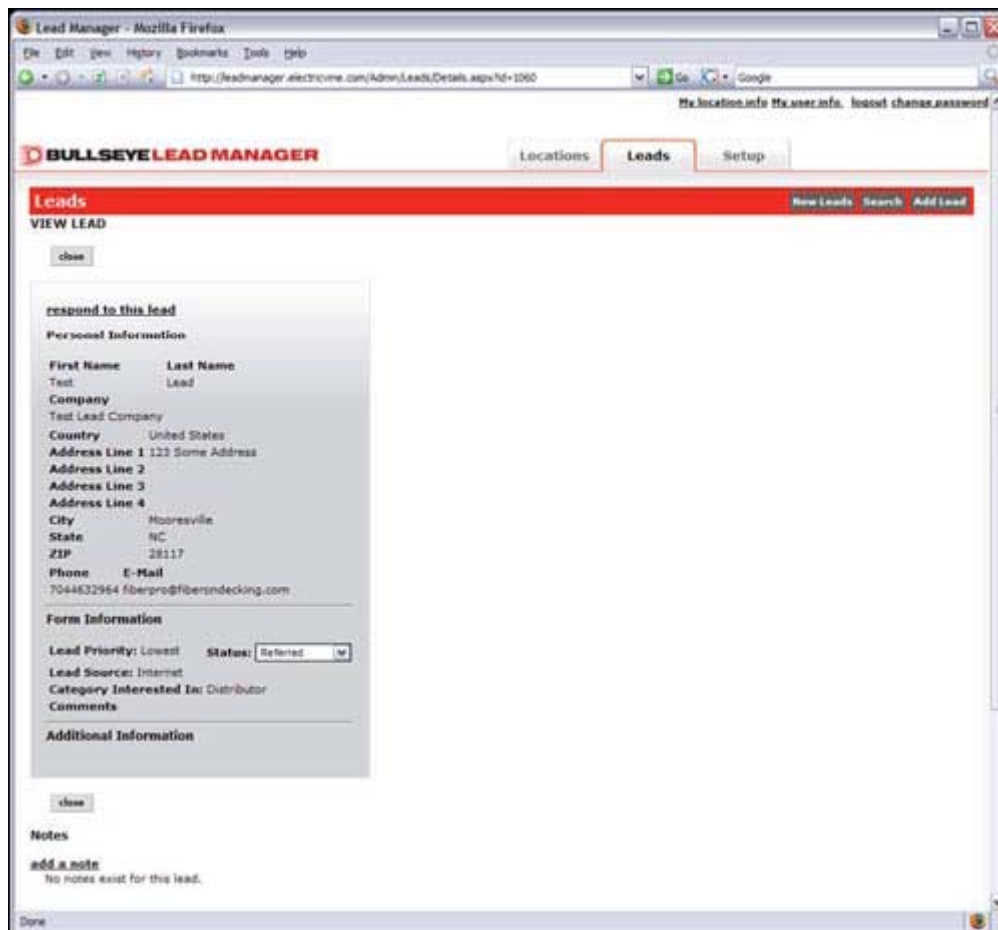


Figure 5

Once you have contacted the lead it is important that you record the status of the lead.

Use the **Respond** button to set the status and record all communications with the lead (FIG 6). Be sure to choose one of the four status categories from the status drop down menu. These are general classifications that will help us track the effectiveness of our efforts.

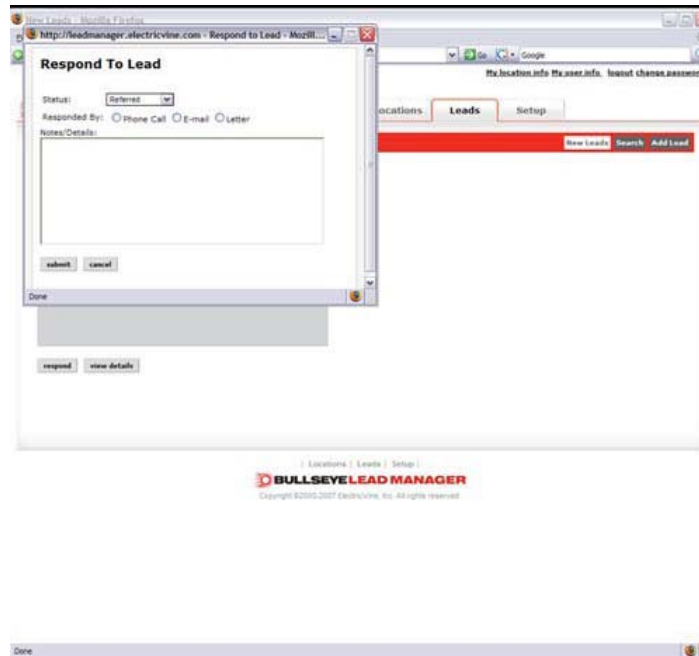


Figure 6

Lead Status:

- **Referred** – if you referred the lead to another company.
- **Followed Up** – any ongoing communication with the lead.
- **Closed Lost** – your efforts have not resulted in a sale. No further contact required.
- **Closed Won** – your efforts resulted in a sale.

Your responses are the most important part of this system. The quality of leads, the timely delivery and follow up are all important. Research shows that leads more than 48 hours old rapidly lose their closure rates! Your input may make you eligible for additional incentives and promotions from **fiberon®**.

For more detailed information on Lead Manager, contact professional support services at [fiberpro@fiberondecking.com](mailto:fiberpro@fiberondecking.com).