

Liid, an activity tracker for sales professionals

Liid has built a mobile application which tracks 100% of sales activities including calls, emails and events and automatically updates them to the CRM.

HELSINKI, FINLAND, September 16, 2015 /EINPresswire.com/ -- There are multiple applications and wearable products for consumers to track their own activity. These applications work in the background and show progress and results when needed. Liid, a Nordic company based in Helsinki Finland, aims to do the same thing for sales professionals.



"We heard from many salespeople how difficult it is to find time to update CRM data. Furthermore, in a hurry some leads, contacts and activities maybe be forgotten. The feedback gave us the idea to build a mobile application which tracks 100% of sales activities including calls, emails and events and automatically updates them to the CRM. The idea is that everything runs in the background," says Juha Herranen, CEO of Liid.

In addition, when salespeople are on the go, they get a real-time access to all their leads, contacts and accounts in Salesforce. "Salespeople can also effortlessly manage their personal tasks and create follow-ups. Our users love a feature where they can record their meeting notes and have the app save it all as written text in their CRM system" says Herranen.

Herranen also points out that sales teams using Liid have saved thousands of working hours with the app. The app saves salespeople around 30-60 minutes every day. This is achieved as 100% of their sales activities from their smartphones sync into their CRM.

Liid mobile app is available now in App Store and Google Play for salespeople who are using Salesforce. "We are also supporting Microsoft Dynamics and the free version is coming out in the following months. Our aim is to support every major CRM systems next year and help salespeople to concentrate on sales and achieve sales targets."

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