Conduct™

ListL**O**CK

Convey Is Now the "All in One" Portal for Foodservice

Online resource centers need to go well beyond just having a system to keep track of who your customers are. If you think you really need separate systems for your customer management, email marketing, marketing automation, pipeline management, and deal tracking, you should think again. **Convey's Foodservice Program has expanded capabilities to become that all in one technology solution for customer management and outreach.**

Consolidating your sales & marketing systems into a single technology not only saves you tremendous cost and implementation resources, but the data across your sales and marketing efforts works in a cohesive manner to help you drive sales & profit.

Key Features (but not all of them!)

CRM Customize the database to keep track of current or prospective customers Notify others when they need to complete a task. Simple, easy to set up & use!	**HELLO I'M A... PROSPECT** Every site interaction can create a prospect record. Customize your prospect database to take action.	**@** Notify, remind, message and send newsletters to your prospects or customers. Eliminate other email marketing systems.
ANALYZE Every touch on the site and content interaction is recorded. Understand what your customers are really interested in.	**UPDATE MY PROFILE** Individuals can update their profile and the data is automatically added to the member database.	Suppliers help keep your audience updated with rebates, coupons, product info, training and more.

Conduct Coming in January – DSR Sales Campaigns

Conduct is Convey's new sales campaign & e-marketing platform for sales, **a game-changer for foodservice!** The distributor creates a sales campaign around a supplier and featured product and delivers it to their each sales person's dashboard. Campaigns feature a special offer and description and the system auto-creates 4 email outreaches and a sign up page for operators that are interested.

ListL**O**CK Customer Lists Protected by ListLock

Sales adds their prospect or customer list to their custom Contact Manager and those contacts are protected by Conduct's ListLock technology. Lists are secured behind a firewall that prevents them from being viewed by Convey or other site members. The Contact Manager is customized by the sales person and holds individual contacts or contact lists for sales campaigns.