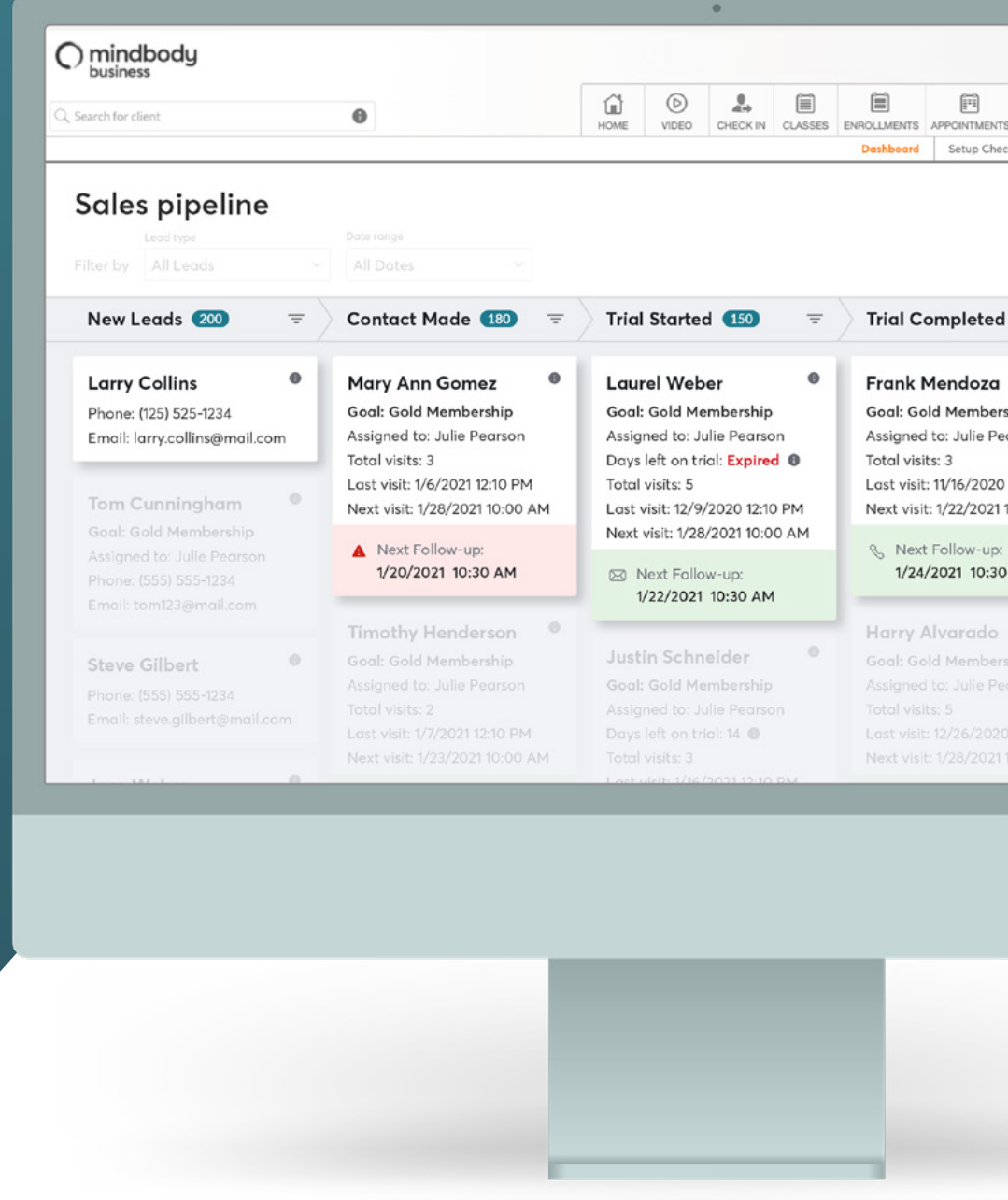


# Welcome More Members with a Streamlined Sales Process

Mindbody's lead management tool is an integrated dashboard for your staff to manage and nurture new leads into paying members. With a built-in sales pipeline, integrated client profiles, and scheduled follow-ups, you'll turn more prospects into loyal members.



## Capture

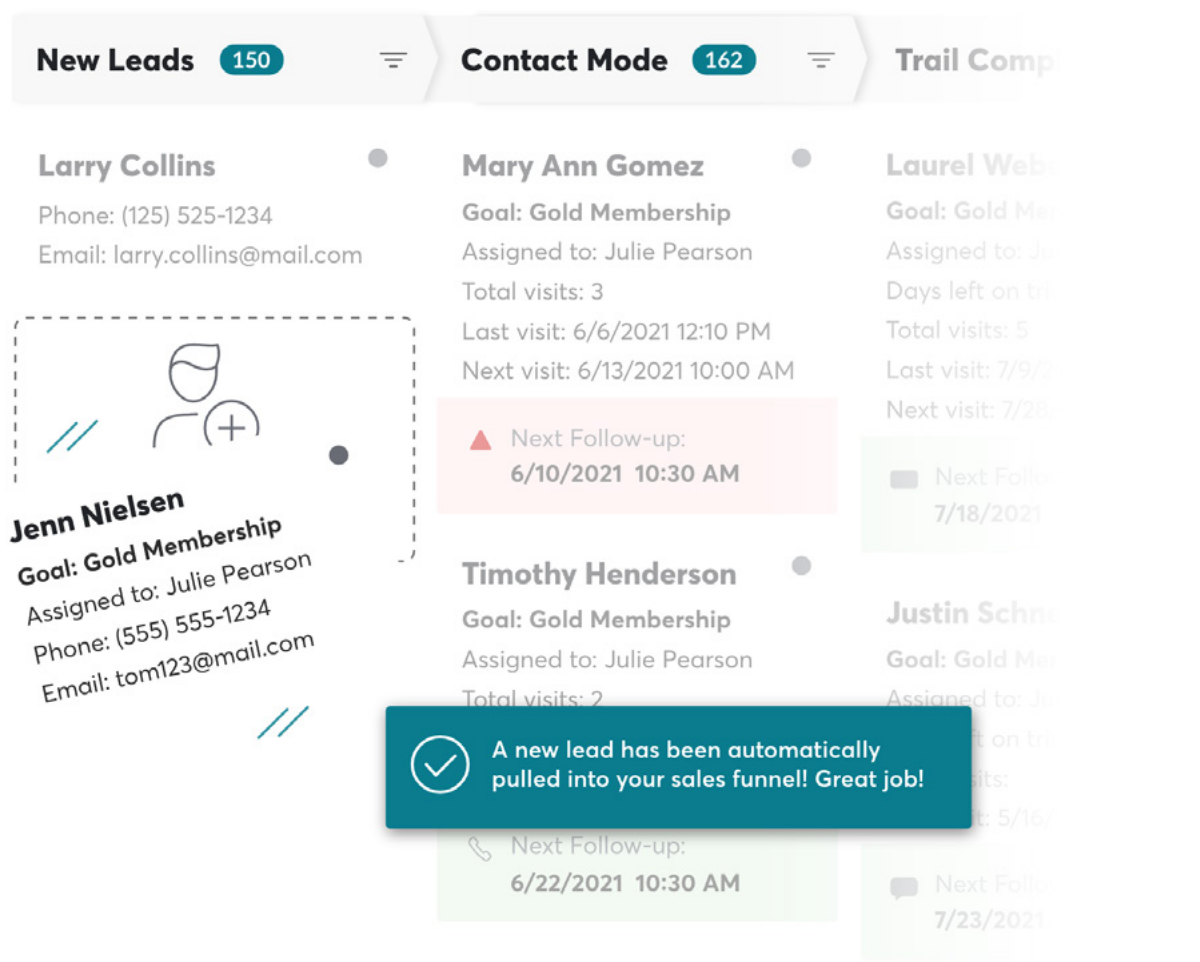


### ACTION

Jenn is browsing the Mindbody app when she comes across an offer from Enzo Fit. She creates an account, purchases an intro offer, and books her first class—who doesn't love a great deal?

### OPPORTUNITY

With automated lead capture you'll never miss a new lead—Lead Management notifies you when a new lead enters your sales pipeline. Easily view all leads and where they are in the sales process.



## Nurture

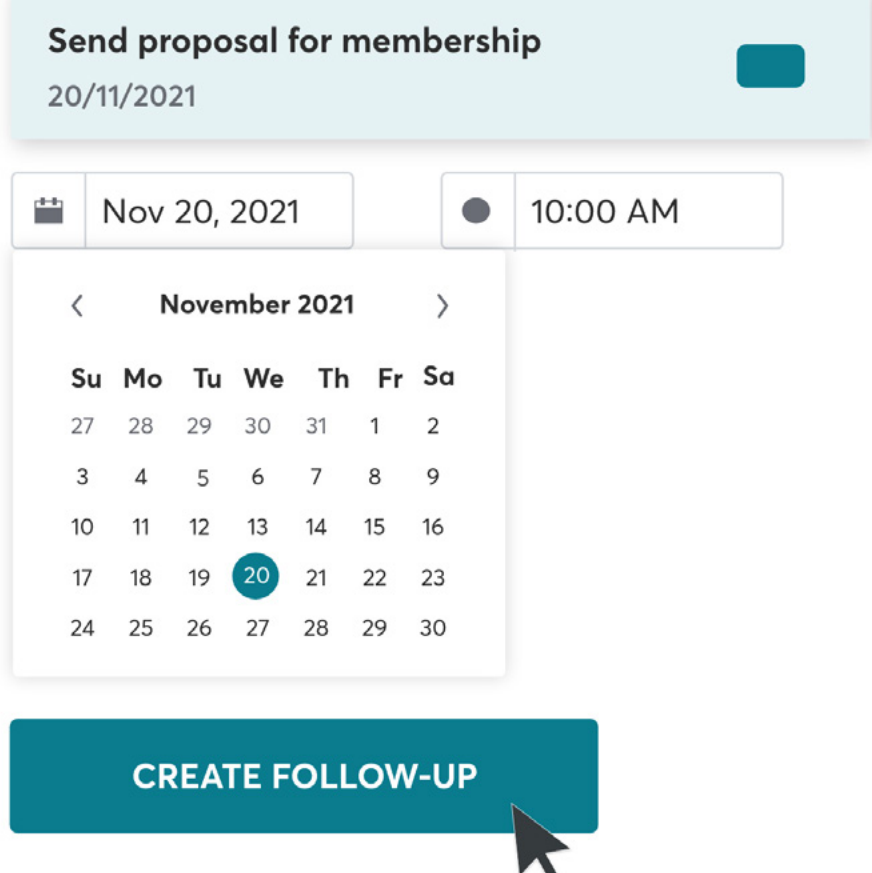


### ACTION

Jenn just took her first class—she loved it and left feeling energized.

### OPPORTUNITY

Your team will have the tools they need to connect with leads like Jenn—setting goals, assigning new leads, and digging into account details. Quickly create, update, and complete sales follow-up tasks.



## Convert



### ACTION

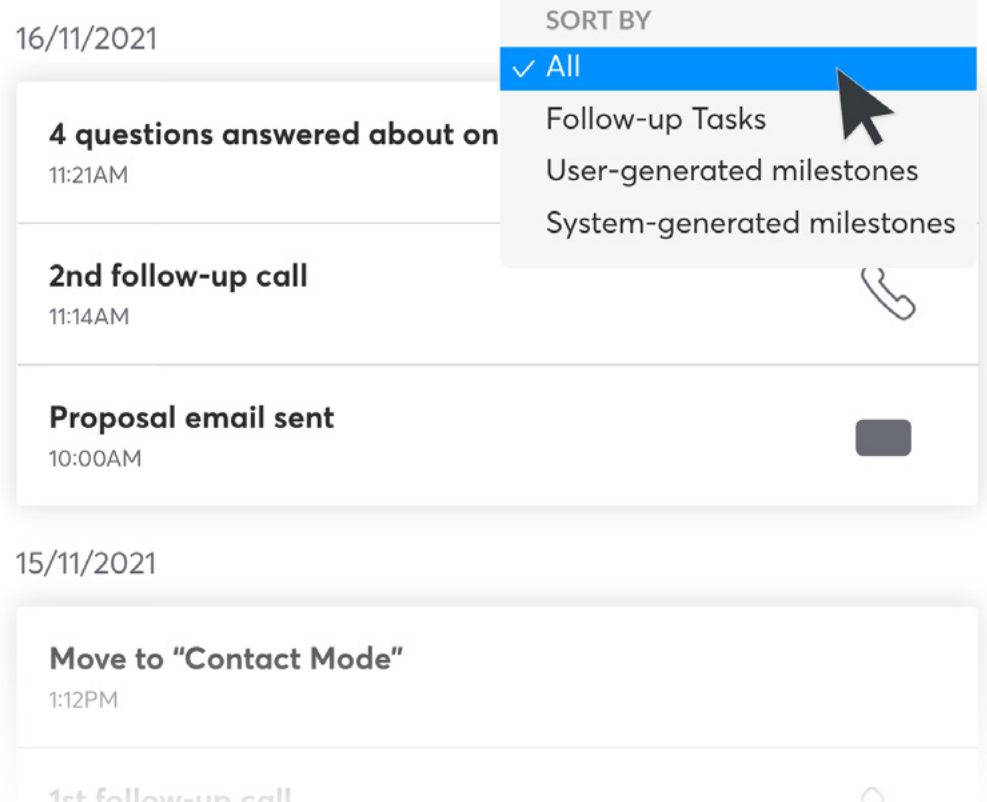
It's time to follow up and get Jenn back in the studio—she's excited to be part of your community.

### OPPORTUNITY

Lead Management means a streamlined sales pipeline. You can see where Jenn is at every step of the sales process and confidently convert her from a prospect to a member.



### Timeline by date



## Grow



### ACTION

Jenn completed—and rocked—her Enzo Fit intro offer.

### OPPORTUNITY

Get the analytics you need to convert more leads. Easily measure lead conversion rates and learn where you experience the most drop-offs.

