

WHY ZITR SALES?

- ✓ Precision Sales Pipeline
- ✓ Automated Lead Lifecycle
- ✓ Live Performance Wall
- ✓ Forensic Audit Logs

EMPOWER YOUR SALES

Cascade targets top-down, capture leads bottom-up, and see every branch in real time with Absolute Truth.

ABOUT ZITR SALES

The Kinetic Enterprise Performance OS for modern sales-driven teams. Turn every lead into a closed deal with automated lifecycle management tailored for financial institutions.

LET'S CONNECT

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ZITR SALES PERFORMANCE

ABSOLUTE TRUTH IN SALES

**ASSIGN. TRACK. ACHIEVE.
GROW.**

PRECISION PIPELINE

LEAD LIFECYCLE

Capture, qualify, and nurture leads automatically. Intelligent routing ensures prospects never go cold.

CENTRALIZED CRM

Manage and track every lead with full product context and auditable history across your organization.

KANBAN PIPELINE

Drag-and-drop stage management optimized for high-velocity sales teams.

DRIVE PRODUCTIVITY

TARGET FLOW

Top-down cascading for complex multi-branch and zonal organizations with clear audit trails.

PERFORMANCE WALL

Live KPI strips and gamified leaderboards to drive team performance with real-time updates.

KEY METRICS

- ✓ **24.8%** Conversion Lift
- ✓ **100k+** Daily Leads
- ✓ **0%** Audit Errors

BUILT FOR GIANTS

HIERARCHICAL TRUTH

Unified data flow from Head Office to Zones, Regions, and Employees for 100% data accuracy.

IMMUTABLE AUDIT LOGS

Complete transparency with forensic-grade logs of every action taken within the system.

ENTERPRISE SECURITY

Military-grade data encryption, SSO, and Multi-factor authentication for sensitive financial data.