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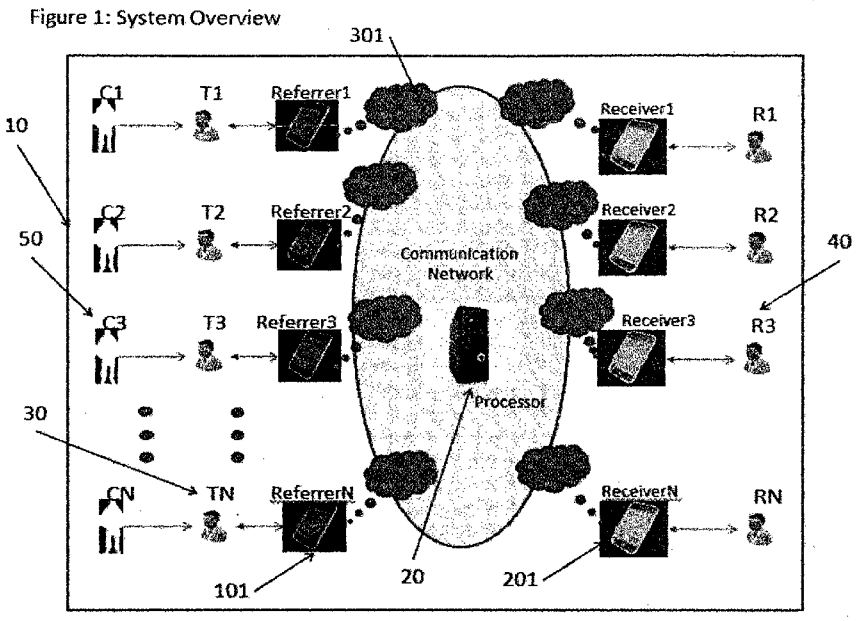
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(54) **Title**: SALES LEADS ANALYSIS AND MANAGEMENT SYSTEM

Figure 1: System Overview



(57) **Abstract**: The present invention relates to a system and method of managing sales leads and sales leads analysis that is particularly useful for a banking environment. The system includes at least one referrer terminal for collecting and sending referrer identification data and lead categorisation data; at least one receiver terminal for receiving the referrer identification data and lead categorisation data; and a communication network for communicating the referrer identification data and lead categorisation data to the at least one receiver terminal.

WO 2014/129965 A1