

motivationstrategies

Focusing on People Performance Management strategies and tactics

New Lead Management Tool Comes to Motivation Show

A new tool being implemented for the first time at this year's Motivation Show in Chicago helps buyers contact exhibitors with whom they want to follow up. The new service, called BuyerConnect and developed by CompuSystems Inc., takes badge readers into the 21st century. When a buyer has their badge scanned at a booth, BuyerConnect automatically uploads the exhibitor's contact info and stores it for them. Two days after the show, buyers will receive e-mail from CSI giving them access to their personal exhibitor contact list on a secure Web site. Buyers can view the leads on-screen, print them as a PDF and export them either to Excel or to a lead-tracker and management system such as Solata, the sales and content management tool owned by the parent company of this newsletter.

The BuyerConnect service is free to both exhibitors and attendees, and only requires that an exhibitor utilize one of CSI's CompuLEAD lead retrieval devices. There are no forms for either exhibitors or attendees to fill out. Early response to the tool, which debuted in March, was positive, according to CSI execs. For more information about BuyerConnect, go to www.compusystems.com. For more information about The 2006 Motivation Show, go to www.motivationshow.com. For more information about Solata, go to www.solatatech.com. To turn this into a strategy for your company, contact Jim Kilmatis at 914-591-7600, ext. 229 or e-mail jkilmatis@sellingcommunications.com.