



CompuLEAD® Desktop II

Next Generation Sales Lead Management System

»» DEVELOP QUALIFIED LEADS! TURN LEADS INTO SALES!

FEATURES

- Automatic lead printout
- Unlimited lead report paper
- Lead qualification — comes with 10 Standard Lead Qualifiers
- Leads contain visitor's demographics
- Free technical support

BENEFITS

- Develop more qualified leads
- Streamline sales lead follow-up by collecting information in a consistent format

OPTIONS (Additional charges may apply)

- Electronic leads
 - Receive via customized flash memory drive
 - Receive via e-mail at end of show (select shows)
- Custom lead qualification and surveys
- Product delivery and pickup service
- Sales lead follow-up services

PRODUCT SPECIFICATIONS

- Electrical: 110v AC Circuit, minimum of 150 Watts of power; less than 2 amps
- Dimensions: Height-3.75", Width-10.25", Depth-7.875"
- Power cord length: 8 feet
- Paper width: 3.125" (80mm)
- Electronic leads file format: CSV (open directly in Excel)

CompuLEAD Desktop II is the leading sales lead management system offering you a competitive edge in developing and following up on one of your company's most valuable assets, new prospects!

CompuLEAD Desktop II scans attendee badges and instantly prints comprehensive sales lead reports. Sales leads include full contact information, visitor demographics, sales lead qualifiers, space for hand-written notes and more.

Featuring the latest data collection & management technology!



3 EASY WAYS TO ORDER

online www.compusystems.com/order

fax your order to 708.344.4444

mail your order to CompuSystems, Inc., P.O. Box 6271, Broadview, IL 60155

For additional information call **708.786.5565** or **866.600.LEAD (U.S. ONLY)**



>> THE **FUTURE**
OF TRADE SHOW
DATA MANAGEMENT
SERVICES **TODAY**

FEATURES

10 Standard Lead Qualifiers

CompuLEAD Desktop II comes equipped with 10 lead qualifiers. After scanning a badge, CompuLEAD Desktop II will prompt you to select one or more of the following lead qualifiers:

- SEND INFORMATION
- NEEDS TECHNICAL DATA
- ADD TO MAILING LIST
- DECISION MAKER
- JUST INVESTIGATING
- SEND QUOTE
- HAVE REP CALL
- READY TO PURCHASE
- WILL PURCH IN 30 DAYS
- SPECIAL ACTION REQD

Qualifier information is printed on the completed sales lead printout and provided electronically when you purchase any of the electronic leads options (see options).

>> **Thermal roll paper lead report sample**

Each time you scan a badge a sales lead report will print.

EVENT	
25TH ANNUAL EXPO INTERNATIONAL	
VISITOR 682498346 JOHN ANDERSON, PRESIDENT INFORMATION SERVICES DIVISION ABC COMPUTER TECHNOLOGY INC. 1234 MAIN ST. CHICAGO, IL 60616 USA	15 JAN 02 09:45 PH 800-555-2222 FX 800-555-2225 EM johna@abccomp.com
VISITOR PROFILE BUYER SOFTWARE DEVELOPER	501-999 EMPLOYEES \$5,000,000+
EXHIBITOR QUALIFICATION 02 PURCHASE IN 30 DAYS 05 DECISION MAKER	04 READY TO PURCHASE 08 SEND QUOTE
COMMENTS	

OPTIONS (Additional charges may apply)

Electronic Leads

Say good-bye to hand-keying your leads. Say hello to quickly importing your leads into your contact management software. With this option, you also receive your leads electronically. Leads include full contact information (if provided by the registrant on the registration form), your selected qualifiers, and your prospect's demographics.

Data import instructions for many popular software products, such as ACT!, Excel, Word, Goldmine, and Lotus are available on our website at: compusystems.com/dataimport.htm

Electronic leads delivery options:

- via real-time download:** When you choose this optional upgrade, your CompuLEAD Desktop II will be configured with a customized flash memory drive. Your leads will be downloaded to this removable memory drive as badges are scanned. Get instant access to your electronic leads at any time by connecting the memory drive to your computer. At the end of the show, you simply take your memory drive and leads with you, stored electronically.
- via e-mail:** (select shows) Receive your leads via e-mail within 1-2 business days after the show. Be sure to provide your e-mail address on the CompuLEAD order form.

Custom Lead Qualifiers

Qualify your prospects in ways that are unique to your company. This option works just like Standard Lead Qualifiers, except you create and supply us with your own qualifiers. You can create up to 99 custom qualifiers, 21 characters long, including spaces. Simply provide your qualifiers with your order.

Custom Surveys

Survey questions are another method for qualifying your prospects and customizing your post-show follow-up effort. Simply provide your survey questions with your order.

Sales Lead Follow Up

A staggering 80% of the leads collected at trade shows by exhibitors are never followed up on, according to industry studies. Take advantage of our powerful web-based sales lead management system, WebLEADS, to quickly and easily follow up on the leads you captured at the show. View, sort and print your leads; send a broadcast e-mail to your list of leads; and create a template for printing your leads on mailing labels.

FREE TECHNICAL SUPPORT

- Pre-show and post-show technical support available 8:30 am - 5:00 pm CST
- Full service on-site technical support available at select times during show set up, and during show hours each day of the show

LEADING THE TRADE SHOW INDUSTRY SINCE 1976



COMPUSYSTEMS, INC.

2805 South 25th Avenue
Broadview, IL 60155
Phone: 708.786.5565 or 866.600.LEAD (U.S. Only)
Fax: 708.344.4444
E-mail: compulead@compusystems.com
www.compusystems.com