



# CompuLEAD® Mobile

Sales Lead Management System

## »» CAPTURE AND QUALIFY SALES LEADS QUICKLY AND EFFECTIVELY

### FEATURES

- Compact LCD touchscreen PDA-type device, solely dedicated to lead retrieval
- Lead qualification — comes equipped with 10 Standard Lead Qualifiers
- Electronic copy of your leads — receive at end of show or daily on reusable flash memory drive
- Electronic notes
- Free technical support
- Back-up copy of leads stored in memory

### BENEFITS

- Capture leads anywhere
- No electricity required — save money on electrical drop
- Develop more qualified leads
- Streamline sales follow-up by collecting information in a consistent format
- Collect sales lead information in CSV format

### OPTIONS

- Custom lead qualification
- Sales lead follow-up services
- WebLEADS—post-show promotional services
- Product delivery and pickup service

### PRODUCT SPECIFICATIONS

- Included with rental: CompuLEAD Mobile, 10 Standard Lead Qualifiers, electronic copy of leads, stylus, battery with charger
- Dimensions: Height-5.3", Width-3.5", Depth-0.63"
- Weight: 9 oz.
- Screen size: 2.26" x 3.02"
- Battery: Rechargeable, with 12-hour life
- Electronic leads file format: CSV (open directly in Excel)

**CompuLEAD Mobile** is a hand-held 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 Mobile scans attendee badges and instantly records sales lead information. It allows you to qualify your prospects with generic or custom options. Your sales leads are provided to you at the end of the show or if you prefer you can receive them daily. They include full contact information and your selected sales lead qualifiers. This product is light-weight, simple to operate and requires no computer literacy.



### 3 EASY WAYS TO ORDER

**online** [www.compusystems.com/order](http://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 Mobile comes equipped with 10 lead qualifiers. After scanning a badge, CompuLEAD Mobile will prompt you to select one or more of the following 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 provided electronically when you receive your leads.

Further qualify your leads by adding as many custom notes as you like. After scanning a badge, you can add notes to your lead using the onboard keypad and your stylus. Notes information is provided electronically when you receive your leads.

### Electronic Leads

Say good-bye to hand keying your leads. Say hello to quickly importing your leads into your contact management software. We will provide you with your leads on a flash memory drive when you return your CompuLEAD Mobile device to our service desk at the end of the show. You can also log on to WebLEADS to view, print, or download your leads.

Leads include full contact information (if provided by the registrant on the registration form), your selected qualifiers, and your custom notes.

Your lead data is provided in a CSV format, and 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](http://compusystems.com/dataimport.htm)

### Daily Sales Lead Download

Start following up on your sales leads the same day you get them! With this service, you can bring your CompuLEAD Mobile device to our service desk any time during show hours and get your leads transferred to a flash memory drive in just minutes.

## OPTIONS

### Custom Lead Qualifiers

Qualify your prospects in ways that are unique to your company. You can create up to 99 of your own custom lead qualifiers. Qualifiers can be up to 21 characters long, including spaces. Simply provide your qualifiers with your order. After scanning the badge, CompuLEAD Mobile will prompt you to select your qualifiers. You can also specify quantities for your qualifiers.

### Custom Lead Qualifier Examples

- SEND CATALOG
- GENERAL INFO 02
- PRODUCT A
- PRODUCT B GROUP
- HOT LEAD
- SEND PROSPECT KIT
- BUDGET \$1-3 MILL
- SALES REP JOHN
- E-MAIL INFO

Qualifier information is provided electronically when you receive your leads.

### Sales Lead Follow Up Services

A staggering 80% of the leads taken 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 capture 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](mailto:compulead@compusystems.com)  
[www.compusystems.com](http://www.compusystems.com)