



CompuLEAD® Desktop Pro

Next Generation Sales Lead Management System

MANAGE YOUR LEADS LIKE A PRO!

FEATURES

- Electronic copy of lead automatically transferred to your PC
- Edit your prospect's contact information as you scan the badge
- View, edit, or sort your entire prospect list at any time
- Add unlimited notes to your prospect's record
- Create extensive product lists with up to 3 levels of organization
- Create unlimited survey questions
- Create unlimited lead qualifying descriptions
- Export sales leads to a disk or flash memory drive as often as you like
- Free technical support — pre-show, on-site, post-show

BENEFITS

- Enhanced ability to manage your sales leads
- Streamline sales lead follow-up
- Collect sales lead information in a CSV format

REQUIREMENTS

— Desktop or notebook computer

MINIMUM SYSTEM REQUIREMENTS

- Pentium 166 processor; 32 MB RAM
- USB port
- SVGA Monitor with 640-480 minimum resolution
- Windows 98 SE or higher
- CD ROM Drive for program installation

COMPULEAD BADGE SCANNING DEVICE: 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"
- Readout and scanning: Top of machine
- Power cord length: 8 feet

INCLUDED WITH RENTAL:

- CompuLEAD Badge Scanning device
- USB cable
- LEADlink Plus! Software (rental for one show only)

CompuLEAD Desktop Pro is a computer-based sales lead management solution that gives you a competitive edge in developing and following up on one of your company's most valuable assets, new prospects!

CompuLEAD Desktop Pro scans attendee badges and automatically transfers sales lead information to your personal computer (not included). This product allows you to manage your leads using our powerful lead management software, LEADlink Plus!



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**

LEADLINK PLUS!

When you rent CompuLEAD Desktop Pro, we supply you with a CompuLEAD badge scanning device, a USB cable that connects your desktop computer to the CompuLEAD badge scanning device, and a copy of LEADlink Plus! lead management software.

With LEADlink Plus! you control how you capture and qualify your sales leads. You can edit your prospect's contact information, add notes to your prospect's record, and qualify your prospects as extensively as you want. The software can be customized so prospects can be qualified in just a few seconds or with in-depth survey, qualification and product interest questions.

Set up is a snap! You don't have to be a software expert to customize LEADlink Plus!. The software comes with pre-set standard qualifiers and most customization can be set up within minutes.

PRODUCTS

If you have just a few products or a large number of products, LEADlink Plus! is for you. Products can be displayed in one master product list or organized into a 3-level system such as Brands, Groups and Products.

QUALIFIERS

Qualifiers will help you quickly qualify your prospects and customize your post-show follow-up effort. The software comes with 10 preset standard qualifiers (e.g., Send Information, Have Rep Call, etc.) or you can easily add as many custom qualifiers as you want (e.g., Send Sample Product A, "Hot" Lead, etc.).

The screenshot shows the LEADlink Plus! software interface. It features a sidebar with navigation options: Contact Info, Qualifiers, Products, Survey Questions, and Contact List. The main area is a form for a contact profile. Fields include: Prefix (Mr), First (John), Last (Smith), Company (ABC Company), Title (Sales Manager), Address (123 Main St), PO Box (1234), City (Anywhere), State (IL), Zip (60524), Country (USA), Email (john@abc.com), Web Site, Work Phone (708-655-1212), Mobile Phone (708-655-1213), Home Phone (708-655-1213), and Comments (Hot lead. Send literature kit. Have Dan follow up right away!). There are also buttons for 'Expand All' and 'Save'.

Sample Screen

- View, edit, or sort your entire prospect list at any time
- Create unlimited survey questions
- Create extensive product lists with up to 3 levels of organization
- Create unlimited lead qualifying descriptions

SURVEY QUESTIONS

Survey questions are another method for qualifying your prospects and customizing your post-show follow-up effort. You can create as many questions as you want, in two different formats:

- Create questions with unlimited choices
- Ask single or multiple choice questions

EXPORTS

Start following up on your leads the same day you get them! With the click of the mouse, LEADlink Plus! will export your leads to a disk or flash memory drive anytime you want. LEADlink Plus! provides your sales lead data in a CSV format for easy importing into your contact management software.

Each lead on your disk will contain the following: full contact information (as provided by registrant on the registration form), your notes (if

provided), show staff name (if used), distribution data (if used), and your selected qualifiers, survey question answers, and products.

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

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



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