# 6 Tools to Maximize Your Sales Opportunities

CompuLEAD® is the most powerful way to capture sales leads on the trade show floor using your own smartphone or a rented tablet. With six distinct tools to help warm up your sales calls and boost ROI, it's a marketing plan in an app!

**LEAD CAPTURE**

**MARKET RESEARCH**

**LEAD SCORING**

**INSTANT EMAIL FOLLOW-UP**

**EXHIBITOR PORTAL**

**LEAD NURTURING**

**1** Collect leads on and off the show floor

**2** Create action codes or survey questions to qualify leads

**3** Score leads to identify your hottest prospects

**4** Send targeted content to educate and inform prospects

**5** Access leads any time

**6** Transfer leads to your CRM for quick lead follow-up

## Equip Your Team With the Right Tools For the Job

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# CompuLEAD®

## LEAD MANAGEMENT PRODUCTS CATALOG
### Amusement Expo International 2024

# Generate Up to 3x More Sales Leads

**M3** is an add-on to the CompuLEAD app that helps you streamline content distribution while creating another channel for your team to capture sales leads on the show floor. When coupled with CompuLEAD, this add-on will help your team generate up to 3 times more leads!

## How it works:

**1** Upload your electronic content to our secure portal

**2** Pick up your "ready-to-go" company-branded signage at our onsite service counter

**3** Place signage anywhere in your booth

**4** Allow attendees to scan your signage with their smartphone to receive your content

**5** Get an organized list of the attendees who scanned your signage in our leads portal

## Benefits:

✓ Streamline the distribution of your electronic literature

✓ Collect passive sales leads while your team is busy with other prospects

✓ Self-serve – attendees can scan your signage when they want

✓ No hardware for you to rent

✓ No software for attendees to download

✓ Daily scan details sent to attendees that includes your content and company information

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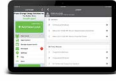
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# CompuLEAD®

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### PRODUCT COMPARISON CHART

| | CompuLEAD® App | CompuLEAD® Tablet | CompuLEAD® Kiosk |
|---|:---:|:---:|:---:|
| Scan badges for full contact details | ✓ | ✓ | ✓ |
| Capture demographic data | ✓ | ✓ | ✓ |
| Download app to my own phone | ✓ | | |
| Use app on rented device | | ✓ | ✓ |
| Capture leads off the show floor | ✓ | ✓ | |
| Capture leads in self-serve mode | | | ✓ |
| Pair with wireless printer* | ✓ | ✓ | |
| Qualify leads with action codes/surveys* | ✓ | ✓ | ✓ |
| Add notes to leads | ✓ | ✓ | |
| Send electronic literature* | ✓ | ✓ | ✓ |
| Export leads in CSV format | ✓ | ✓ | ✓ |
| Scan business cards | | | |
| Integrate with marketing automation/CRM | | | |
| Comply with GDPR | ✓ | ✓ | ✓ |

*Additional charges may apply

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