

LEAD MANAGEMENT PRODUCTS CATALOG

Chest Annual Meeting 2023

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!



- 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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Early Bird Pricing Ends: 8/16/23 | Advanced Pricing Ends: 9/1/23

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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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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			
Comply with GDPR			

*Additional charges may apply

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