The success of your exhibiting experience depends on managing sales leads

Lead retrieval products that assure your success

When exhibiting at trade shows, it is not about how many people you spoke to or how busy your booth was. Your exhibiting success depends on how you manage your sales leads from the show. **Reports show that up to 80% of sales leads captured at trade shows are not followed up on properly**. This is mainly due to an ineffective lead management process, before, during and after the event. To receive the best ROI and fully maximize your post show sales opportunities, you need to track who is interested in your product or services. ExpoDemand provides you all the tools that is necessary to attain the best possible ROI from exhibiting.

ExpoDemand LRS Mobile

- Quickly read attendee badges
- Holds up to 8,000 scans (no electricity)
- Leads contain full contact information
- Complete with standard lead qualifiers
- Create custom qualifiers *(charges apply)*
- Compact and ergonomic design

ExpoDemand LRS Connect

- Leads automatically transferred to laptop
- View, edit and sort your prospects
- Export sales leads to your laptop
- Share leads with other PC applications
- Create unlimited qualifying questions
- Use standard USB port
- LRS Mobile included to scan badges

Laptop not included in rental agreement

ExpoDemand LRS Desktop

Includes ExpoDemand LRS Mobile, Wireless printer and 1 GB USB drive.

TOP 5 reasons to use lead retrieval at tradeshows

Increase exhibiting ROI and impact overall sales revenue

Build a database for marketing and sales initiatives

Stay connected to your prospects and customers after the show

Turn qualified leads into sales quickly and effectively

Grow your business by learning more about your customers

Featuring the latest lead collection and management technology

Using lead retrieval products at trade show lets you effectively track:

- **Product requests**
- **Follow-up actions**
- **Follow-up preferences and timeframes**
- **Hot prospects**
- **Customer satisfaction**
- **Competing suppliers used**

And much more

To Order!

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