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# How To Design a Lead Card

## Design a lead card specifically for your exhibitions

Can you use the card at all shows you attend?

Record phone, fax & email

Use a check box system - it's quicker than writing!

Indicate the products or services the prospect's company provide - this may help you identify how your products can solve their needs.

What is the prospect's purchasing capacity and the prospect's budget?

Don't forget to include a ranking system to quickly qualify your leads.

### Corporate Name

Exhibition \_\_\_\_\_ Date \_\_\_\_\_ Rep \_\_\_\_\_

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Town/City \_\_\_\_\_

County \_\_\_\_\_ Postcode \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

- Type of Business** [list with check boxes the typical business types you expect at the show
- Other \_\_\_\_\_

### Products sold \_\_\_\_\_

- Products of interest** [list with check boxes the products/services you are offering

### Time-frame:

- Immediate [1 month]                       Intermediate [2-3 months]
- Future [4 - 6 months]                       Long-term [7+months]

### Decision-maker:

- Authority       Influencer       Consultant

### Budget \_\_\_\_\_

### Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Action:

- Send literature     Make appointment     Database

### Ranking: A    B    C

Record prospect's name, title and full company details

Provide a check box system for the types of business you want to attract and include an Other facility.

Provide a check box system for your products and services.

How immediate is the need?

Allow space to record additional comments.

What action is now required?

There are a number of additional considerations when designing a lead card. Refer to 'Guidelines to Lead Management' for more suggestions.