



Lead Slips

Show Leads are **crucial** to exhibiting. Use this lead slip when exhibiting. It'll help you focus on prospect viability.

You can fold over and photocopy the right side of this form or, have your printer reproduce carbonless 3" x 5" slips and pad them.

The box with the '+' serves as a mini-map. North is always up.

'A - B - C' is a rating code. 'A' is *Active*, a "NOW" lead nearing a buy decision and requiring immediate attention.

'B' is a *Be Back*; a warm lead planning a purchase within a "6 mos" (months), and they'll be back for the work.

After 'A' leads have been contacted, follow-up 'B' leads by phone to re-introduce your company. Thereafter, follow-up by mail, sending a letter of thanks for their interest, brochures, reminders, specials, and so forth.

'C' is *Cool* – a lead that's gathering literature with no immediate need or intention to buy = "12 mos". Schedule a follow-up call to determine if they are future buyers.

Also, ask "B" and "C" leads if they wish to be removed from your mailing list. It will save you from wasting valuable time, yours and theirs.

Thanks for your participation.

The Home ShowS, Inc.

Producer of
The Home ShowS
Since 1986

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Dt ____ / ____ / ____

Source / Rep

Name _____

Add _____

@

Intersection

City _____

Zip _____

Hm (____) _____ - _____

Bs (____) _____ - _____

X _____

E-mail (optional) _____

Literature given: Y / N

Planning: NOW

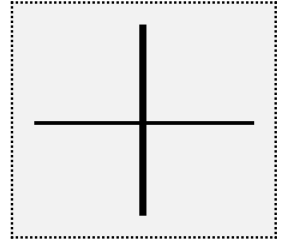
6 mos

12 mos

Interest in: (products or services and comments):

OVER

A - B - C



Dt ____ / ____ / ____

Source / Rep

Name _____

Add _____

@

Intersection

City _____

Zip _____

Hm (____) _____ - _____

Bs (____) _____ - _____

X _____

E-mail (optional) _____

Literature given: Y / N

Planning: NOW

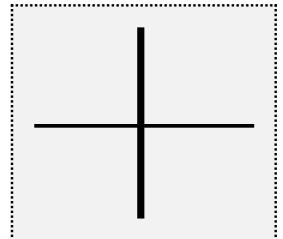
6 mos

12 mos

Interest in: (products or services and comments):

OVER

A - B - C



Dt ____ / ____ / ____

Source / Rep

Name _____

Add _____

@

Intersection

City _____

Zip _____

Hm (____) _____ - _____

Bs (____) _____ - _____

X _____

E-mail (optional) _____

Literature given: Y / N

Planning: NOW

6 mos

12 mos

Interest in: (products or services and comments):

OVER

A - B - C

