

	Custom Follow Up Codes
1.	Oil Based Paint
2.	Latex Paint
3.	Brushes
4.	System 3 Framing
5.	Mike's Territory
6.	Alex's Territory
7.	Send info to Midwest Rep.
	Loss Competition

Custom Follow-Up CODES

FEATURES

- › **Custom Follow-Up Codes** are lead qualifiers to help fine-tune the actions you want to take with each attendee.
- › Standard Follow-Up Codes are generic and for use with all Registration Technology scanners: Send Literature, Add to the Mailing List, Have a Sales Person call, Ready to Purchase. 20 codes total.
To see all Standard Follow-Up Codes, [Click Here](#)
- › Custom Follow-Up Codes are 20 codes specific to your company such as: Oil Based Paint, Latex Paint, Brushes, Jim's Territory, Linda's Territory, Dog Leash, Cat Leash. They assist the exhibitor in detailing the exact action needed for each lead.
- › After meeting many attendees, it's difficult to keep their special needs straight. Custom Codes allow you to organize and personalized your follow-up.

HOW CUSTOM FOLLOW-UP CODES WORK

- › Talk to the attendee, determine their needs and concerns. Qualify them as to their interests and potential to purchase your product/service.
- › Scan their badge.
- › Depending on your unit, scan additional bar codes or press keypad buttons to specific the action(s) you want to take with this attendee. You may add one or several Follow-Up Codes.
- › After the show, when you review your data, the Custom Follow-Up codes are attached to each lead, allowing you to expertly and personally respond to your potential customer's needs.



Maximize Your
Trade Show Investment!

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