

## Lead Scan Will Solve all Your Challenges!

**Do you want to have great success as an exhibitor at a fair? Then it is crucial that you collect the right contact information and write down good notes about the guests at your stand. Use Lead Scan from Eventbuizz – and get all the data you need in one place.**

All guests who visit a fair have made a decision. They have come because they want to see what is presented at the fair. Many of the guests already have a need and are looking to buy, while others know they will need the products or services from the fair in a foreseeable future.

There are also those who visit the fair just to keep up with the latest news and knowledge presented there. They want to know about the trends because it may only be a matter of time before they'll have a need that the fair's exhibited products will be able to cover.

### Do You Recognize This...?

You have exhibited at a fair or participated in an event. You have met some exciting and "hot" topics that surely will be interested in your company and your products.

### But!

You may not have had all the information about your lead noted, or the small slip of paper with your notes about the customer has been lost on your way home.

### Avoid This in the Future – The Solution is Obvious

Soon, you will participate at a fair, where you have the opportunity – **for free** – to use the Eventbuizz Lead Scan and collect valuable information in a quick and easy manner.

## The Three Stages

Collecting valuable data about your customers can be divided into three stages, which gives you the best conditions to achieve success with your sales.

### 1. Data Collection

There are many ways to collect data – You can take a structured approach by using printed or digital lead forms, or a less structured approach such as noting on the back of a napkin (which is at risk of disappearing), noting on the back of a business card, or simply just remembering without taking any notes – because you can undoubtedly remember everything afterwards!

It is during this phase that it is important to 'keep your head straight'. You only have one chance before the customer moves on to the next exhibitor – and maybe doesn't get back to you.

Therefore, a simple and useful tool is necessary for your success.

### 2. Validation of Data

In this phase, you ensure that your collected data is usable. It is possible that you have collected useless data about the customers. You check if the data is correct in relation to e.g., spelling errors in names, e-mail addresses, incorrect phone numbers, etc. In other words: "have I got hold of the right person?"



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Validation is incredibly important as you ensure that the quality of your data is error-free and top notch. Unfortunately, experience shows that this is a phase in which many companies do not allocate the necessary resources.

### **3. Follow-up on Data**

This is when the work really begins – you need to convert the collected information into results. With a good and systematic collection of your data, you are now ready. Data is dissected, so you know exactly when which customers have visited you at the stand. You have a clear overview and a uniformity in your data set, which means that the lead ownership is clear to everyone in the organization. Furthermore, data is ready to be transferred to the company's CRM system.

#### **Your Benefits from the Eventbuizz Lead Scan**

- Great time savings when hard-copy data is digitized with just a few clicks
- Great systematics and uniformity within your collected data, which can be imported directly into CRM
- Possibility to obtain detailed information about the visitors – you have the opportunity to make comments about them and even take a picture (you have to get a consent beforehand) directly into the Lead Scan APP.
- Time to interact with the visitors at your stand
- Your data kept safe – all in one place

#### **In Other Words,**

Make it easy, simple, and manageable for yourself to be successful at the fair – Let the Lead Scan be a member of your team!

You won't regret getting your very own, personal assistant to keep track of your data – It will let you dedicate all of your time to customer care and nailing your selling points.

