XYZ show
Visitor Documentation

Attach business card or electronic swipe

Name _____
Title _____
Company _____
Telephone _____
E-mail _____

Product Interest:

❑ ABC ❑ DEF ❑ GHI ❑ JKL

❑ Other _____
❑ Upgrade (Current version?) _____

_____

Industry How use? Initiatives?

❑ Auto
❑ Elec
❑ Utilities
❑ MFG
Other
_____

_____

❑ ***See Demo?*** ❑Y ❑N if Y, reaction below
_____

_____

Follow up requested

❑ Call (# verified, time)
❑ E-mail
❑ Written (send what?)
❑ Another person? _____

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Rep Name

NOTES

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MS word settings:

Narrow margins
3 columns, approx .25 inches between columns

Minimum 10 pt. type (11 is better)

Print on card stock for easier handling, cut after printing

More notes:

Add more info on reverse – use for specific questions and comments from customers, competitive information discussed

Rank leads after show, not during visitor conversation.