

## Sample Lead Card

Show: \_\_\_\_\_ Date: \_\_\_\_\_

Prospect name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Problems to solve/Needs that exist: \_\_\_\_\_  
\_\_\_\_\_

Product and/or service presently using: \_\_\_\_\_  
\_\_\_\_\_

Products and/or services of interest:  Product A  Product B  Product C

Quantity considering: \_\_\_\_\_

Level of interest:  excellent  good  fair  poor  hard to assess

Decision-making influence/process:  sole decision-maker  group decision  
 committee influencer  none  Other: \_\_\_\_\_

Purchasing time-frame:  immediate  1 month  3 months  6 months  
 other: \_\_\_\_\_

Extra observations/comments:  
\_\_\_\_\_  
\_\_\_\_\_

Booth representative: \_\_\_\_\_