

## Standard Qualifiers

The following is a list of the standard qualifiers that come with each lead retrieval unit ordered. This standard list may vary from show to show.

1. HOT LEAD
2. SEND LITERATURE
3. SEND PRICING INFO
4. ADD TO MAILING LIST
5. CURRENT CUSTOMER
6. SCHEDULE DEMO
7. PURCHASING AUTHORITY
8. HAVE SALES REP CALL
9. INTERESTED BUYER
10. PRODUCT A
11. PRODUCT B
12. PRODUCT C
13. PRODUCT D
14. WANTS PRESENTATION
15. COLD LEAD

## Custom Qualifiers

You also have the ability to customize your list of prospect qualifiers to enhance your sales effort and more effectively communicate qualifying information to your sales force. The custom qualifier option is on the lead retrieval order form and is an option during the online ordering process.

**Online Ordering:** [www.ExpoDemand.com](http://www.ExpoDemand.com)

**PDF Order Form:** [www.conventionstrategy.com/downloads/custom\\_qualifiers.pdf](http://www.conventionstrategy.com/downloads/custom_qualifiers.pdf)