# LEAD BOOSTER GUIDE



**This step-by-step guide is designed to support event sponsors.**

Fully utilize the Lead Booster app, your-on-the go lead retrieval app to scan, collect , qualify & follow up and export leads directly from your phone or tablet.



Download the app anytime, anywehere, and make the most out of your leads.

## 1 SCAN LEADS

**Scan QR Codes** from event-attendee badges. Use the **LEAD RETRIEVAL** scanner to scan QR codes on event badges.

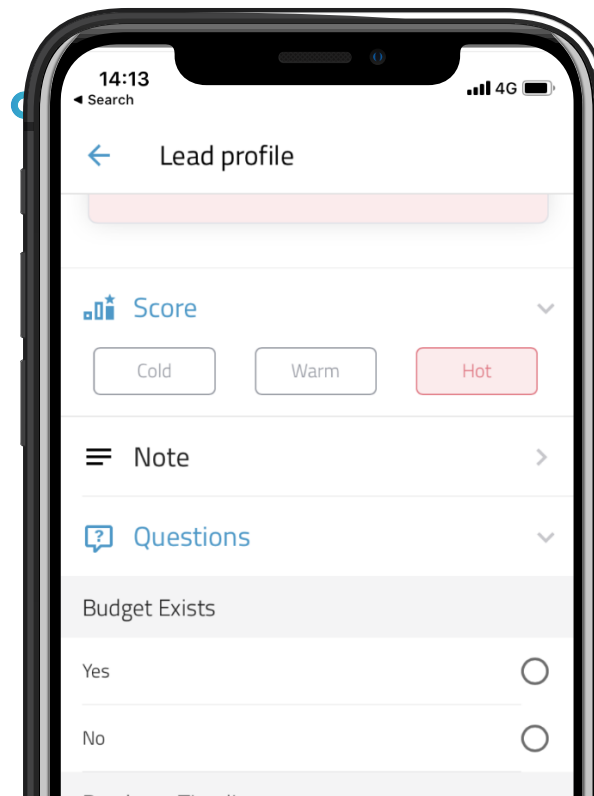Edit or update the scanned contact information and add missing details.

## 2 QUALIFY LEADS

Capture, qualify and export leads to generate sales revenue on events.

Use the default qualification questions or create your own.
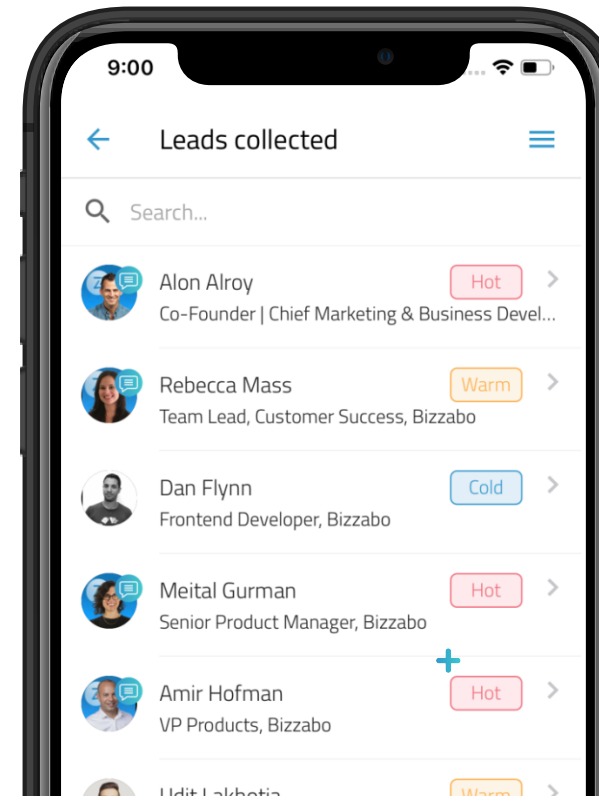
Specify the exact follow up next action to convert leads to potential sales.

## 3 LEADS COLLECTED

**Access your full leads collected** list directly from the app.

See how many leads you have collected with the built-in lead counter. Search for a lead and edit your lead notes anytime.

## 4 GET LEADS REPORT

Instantly export your entire lead list in CSV format by selecting **GET REPORT** located on the Lead Booster app homepage.

When prompted, enter your email address to send the collected leads and contact data to your inbox.