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CUSTOMIZED PRINTED HANDOUTS FOR SALES PROSPECTS

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Customized Printed Handouts for Sales Prospects

Abstract: A system captures an image of a prospective customer, records it with related image in a CRM database, generates content of value to the customer, and prints a handout for the customer that includes the valued content.

This disclosure relates to the field of sales lead generation.

A technique is disclosed that improves engagement of sales representatives with potential customers by providing each customer with an individualized token of value.

Industry-oriented conferences are common. A feature of many conferences is an opportunity for vendor sales representatives to engage with potential customers who are attending the conference in a vendor/booth expo hall. The sales rep may, for example, represent an online service, software, or cloud solution. The rep's task is lead-generation, cultivating engagement by walk-up attendees.

Traditionally, at trade-shows - even high-tech ones where the vendors are billion-dollar valuated - the booth reps simple take business cards and drop them into glass bowls, hand out generic flyers and glossy paperwork, hawk free t-shirts and occasionally hand out cards with promo-codes or monetary credits for the product or service which the company exhibiting wants to sell more of. This sort of event-expo outreach is prevalent, opaque as to the potential customer's identity, and largely ineffective.

According to the present disclosure, and as understood with reference to the Figure, a system includes an image capture device, a mobile device app, and a database. The image capture device captures a photo 10 of the potential customer, and creates a new Customer Relationship Management (CRM) record in that database associated with the image. The record is automatically associated with a unique code which is then activated, and immediately printed onto paper/cardstock as an attractive and compellingly unique print 20 for the potential customer; for example, his smiling face, masked or cut-out to include a custom background and other relevant data, such as a unique promo-code, activation code, and/or monetary credit, printed alongside. The custom background may be, for example, an entertainment theme overlaid over the primary content. Incorporating the event theme into the printed content, with the customer's own portrait embedded, perhaps identifying the particular industry conference, creates a memorable and compelling token which encourages follow-up and engagement.

In operation, the image capture device, such as a camera, captures a photographic image 10 of a potential customer. A mobile app, or other program with facial-recognition and/ or other computer vision processing technology, receives the image, locates and masks out the customer's face, and may also locate and process an event-attendee badge barcode or name text to identify the customer. The app uploads the image and identifying information to a cloud-based CRM database provided by backend services, along with the event and sales rep information, and possibly the products of interest to the customer. The CRM service then activates a new unique product promo-code or activation key/credit, based on the potential customer's name or event-data. In addition, it may include a unique web URL for the potential customer to use in order to pursue their free trial/credits. An example activation code might be "CowboyEvans-8359251", and the corresponding URL might be "cloudtech.com/evans8359251". The CRM service then provides the unique promo-code and URL to the mobile app. The app inserts this

information in the print content along with the customer's face and possibly background information relevant to the event, and then immediate prints a handout 20 for the potential customer.

The camera and printer may be separate devices or may be combined for compactness and ease of transport into a single multi-function device. The printed handout may be, for example, a business card marked with a unique URL or one-time-use promotion code or serial number to serve as an activation gift, a unique and visually attractive thank-you of sorts, to encourage follow-up with the vendor to purchase products or services.

Various embodiments may additionally or alternatively employ video and audio capture to augment and/or automate the sales rep's efforts. For instance, while potential customers are walking up and engaging in conversation, ranging from trivial/terse to in-depth, a vision system mounted statically in the booth/space is constantly observing and potentially recording. Computer vision (CV) and machine learning (ML) is trained to identify and differentiate meaningful conversations versus non-engaged walk-bys, to generally to categorize interactions by depth of engagement by potential customers as a proxy for probability of follow-through to product purchase. A CV and audio-capture/processing system may observe and quantify the duration of visit, potential customers' body language/posture (e.g., is just staring at one's phone in hand), eye-contact with the sales representative, engagement in material conversation, use of special words or phrases (e.g., by the potential customer: "yes, I'd love to learn more" or "I'd like to try it out" or "how do I get started?"; or by the sales representative: "I bet you'd like a free trial" or "would you like 150 free hours?"), and emotion (e.g., smiling). Thresholds for engagement can trigger CRM actions and production of credits/coupons, etc., and then allow for the automatic production (auto-print) of such artifacts in the moment for delivery by the sales representative without their even having had to take the time to choose to snap a photo or judge for themselves if the lead is worthy.

The disclosed technique advantageously enables deeper engagement with potential customers. It is more efficient than collecting business cards, asking contacts to fill in sign-up forms, or manually entering contact info into computers. Reps have more time to create rapport and develop meaningful conversation and understanding. The CRM system facilitates analytical reports of which trade-shows and/or sales reps are highest-performing, both in terms of lead generation and sales closings.

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