

# Lead Follow Up Data

– Select from these Suggested Fields



## Personal Details

Title	5	Dr/Mr/Ms/Prof
First	35	John
Middle Initial	3	R
Last	35	Smith
Familiar	35	John
Gender	1	M
Decision Maker Code	10	A, B, C etc
Direct Phone	14	+61 (02)9555-5555
Extension	4	123
Switch	14	+61 (02)9555-6666
Cell Phone	14	0414-555-555
Fax	14	+61 (02)9555-7777
Email1	40	john.smith@abc.com
Email2	40	jsmith@smallpond.com
Web Page	40	www.abc.com

Can your CRM software dial? Split field?

May need to split for area code

Can your CRM software dial? Split field?

Might be quite long

## Place

Position	40	President
Decision Maker	60	Josephine C. Bloggs JR
Decision Maker Position	35	CEO
PA	60	Jerry Springer

## Organisational Details

Company	35	ABC Corporation
Department	35	Packaged Software Divn
Address1	35	Suite 5, Level 2
Address2	35	1 Acorn St
Address3	35	
City/Suburb	35	CHATSWOOD
Zip/PostCode	15	2060
State	4	NSW
Country	15	Australia

AltAddress1	35
AltAddress2	35
AltAddress3	35
AltCity/Suburb	35
AltZip/PostCode	12
AltState	4
AltCountry	15

Event	40	BBN02	Boatshow, Brisbane 2002. Short, standard, sufficient
Demographic 1	20	R,D,U	Reseller, Distributor, Enduser
Supplier	40	AB Brand	Current Supplier of Product/service

Qualification 1	10	A,2	“A” Hot prospect in terms of objective(s). 2 Mths
Qualification 2	10		“Spare” for system development
Qualification 3	10		“Spare” for system development

Lead-in	40		Brief sentence for merging relevant to discussion
Comment/Notes	Unlimited if possible		Freeform notes.
CreationDate			
Spare Field1	40		“Spare” for system expansion
Spare Field2	40		“Spare” for system expansion
Spare Field3	40		“Spare” for system expansion

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