Types of Leads

LEAD TYPES:	Lead Type "A" Accomodations	Lead Type "S" Service & Facility	Lead Type "PR" Public Relations
	Accomodation leads are leads that require a room block.	Service & Facility leads are leads that do NOT need sleeping rooms. They may require event space or services such as transportation, florists, AV, photographers, group activity, etc.	Public Relations are indications that you have been mentioned or referred to a travel writer, media or the press.

A **sales lead** is a potential **sales** contact, individual or organization that expresses an interest in your goods or services. **Leads** are typically obtained through the referral of an existing customer or through a direct response to advertising or publicity Source: https://www.investopedia.com/terms/s/sales-lead.asp

A **Request for Proposal,** or RFP, is a document created to outline the requirements a group has for their specific event, meeting, wedding, or conference. We use the RFP process in order to solicit bids from vendors in order to connect groups with the vendors that best meet their needs/requirements.

Service & Facility Members: Our goal is to connect you to groups, from there, pursue these leads however you see fit for your location (i.e., offering group rates, sending menus, starting a dialogue, etc.)

Member Responsibilities:

- Please CC us on correspondence with any prospecting groups.
- Please update the 'status' in the lead system to show your response (see table to the right).

Accessing the Lead System
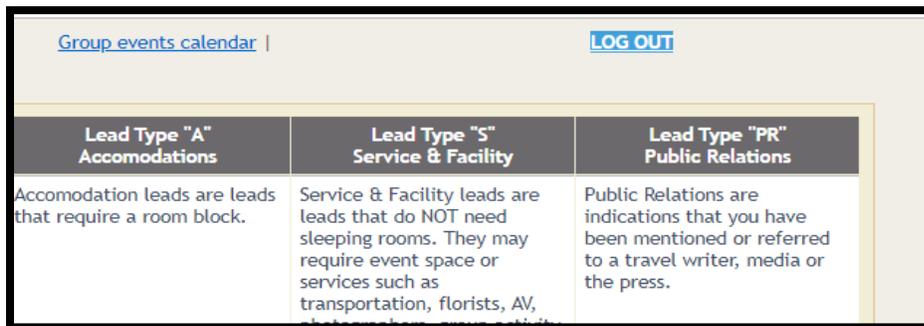
Logging In:

1. Go to: https://www.visitportland.com/members
2. Scroll to your business
3. Enter your password (see below) and solve math problem on the right
4. This will take you to the member portal
5. Click the 'leads' link located on the left hand-side of the page
6. Enter your email (to gain access)

If the next page doesn't prompt you for your account's email address, that means the prior session was not logged out of properly (see 'logging out' below).
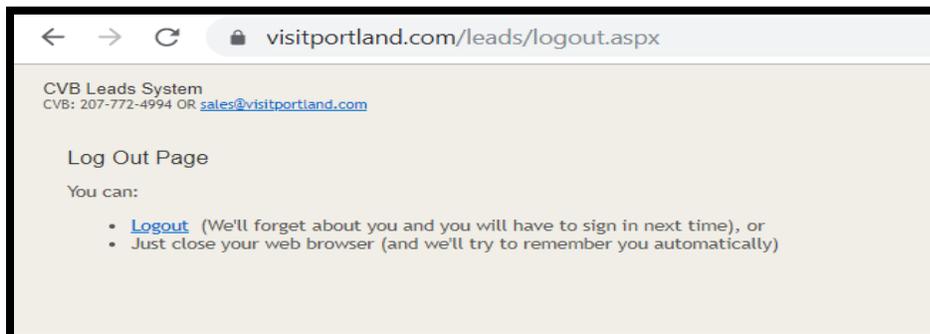
Logging Out:

Failure to log out from a previous session may result in your browser freezing the page. In order to ensure you are getting all of your leads, make sure you click log out twice (both pages) when you are done (see screenshots below). The last screen is what it should look like each time you leave the lead system.

Step 1:

Step 2:

Once BOTH pages have been logged out of, the screen will look like this: