

Types of Leads

LEAD TYPES:	Lead Type "A" Accommodations	Lead Type "S" Service & Facility	Lead Type "PR" Public Relations
	Accommodation 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).

YOUR Status

- Not a Good Fit
- Sent Proposal
- They Went Elsewhere
- No Availability
- Sent Proposal

Accessing the Lead System

Logging In:

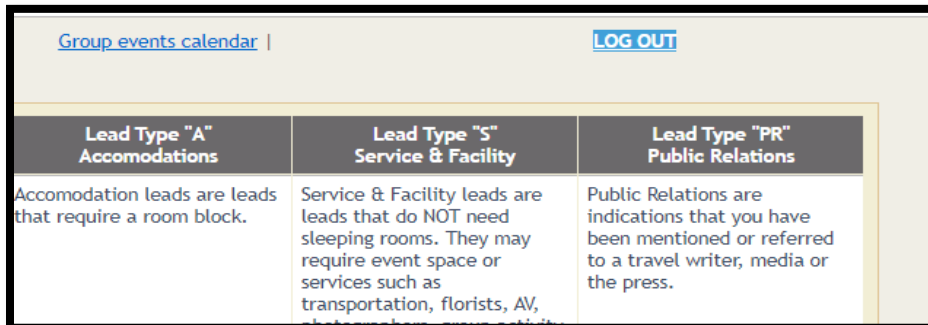
1. Go to: <https://leads.visitportland.com/leads/>
2. Enter your email and password and select your business
3. Select Enter

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:

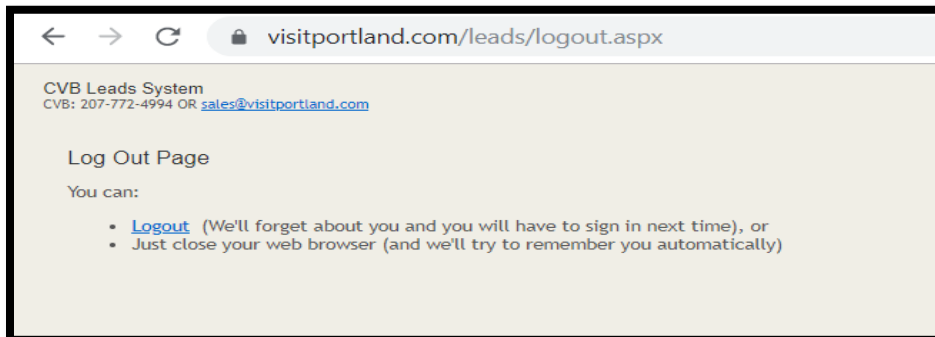
Failure to log out from a previous session may result in your browser freezing the page. In order to ensure you are getting all of your leads, make sure you click log out twice (both pages) when you are done (see screenshots below). The last screen is what it should look like each time you leave the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

Step 1:



Lead Type "A" Accomodations	Lead Type "S" Service & Facility	Lead Type "PR" Public Relations
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Step 2:



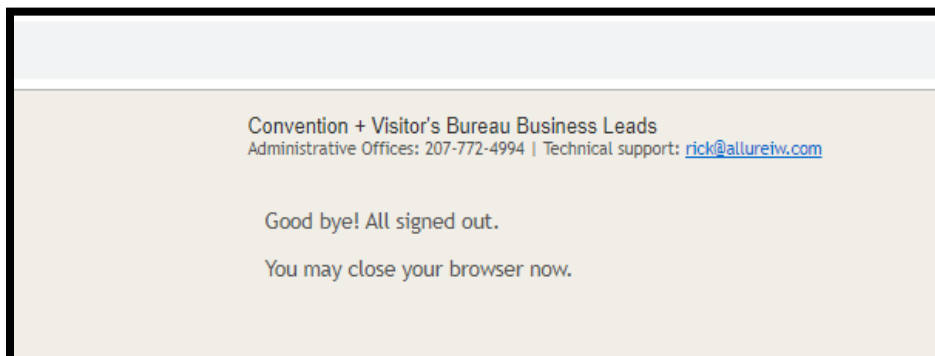
CVB Leads System
CVB: 207-772-4994 OR sales@visitportland.com

Log Out Page

You can:

- [Logout](#) (We'll forget about you and you will have to sign in next time), or
- Just close your web browser (and we'll try to remember you automatically)

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



Convention + Visitor's Bureau Business Leads
Administrative Offices: 207-772-4994 | Technical support: rick@alluretw.com

Good bye! All signed out.

You may close your browser now.