

## COLLECTING LEADS USING YOUR DEVICE

Event Name: \_\_\_\_\_ # of Licenses: \_\_\_\_\_

License Login(s): \_\_\_\_\_

Password: **Marketing25** Server URL: **seweurodrive**

### Type of Scanning Available:

- ☐ Badge Scanning *AI Enhanced*    ☐ Badge Scanning *Event API*    ☐ Business Card Scanning *AI Enhanced - Most Accurate*    ☐ Form Add

### New to Momencio Lead Capture?

Be sure to watch the how-to video before the first day of your show or event.

[Click or Scan to Watch Video](#)

### INSTRUCTIONS INDEX: Click the section you would like to jump to.

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#### TRADE SHOW SUPPORT: SEW-EURODRIVE US Corporate Marketing Team

##### Lead Capture / Momencio Support:

Michelle Nau (Primary Contact):  
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nholman@seweurodrive.com  
c: (864) 908-4012

##### Trade Show & Logistics:

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mmcullough@seweurodrive.com  
c: (864) 661-1122

## DOWNLOADING THE APP *(First time only - for smart phones & iPads)*

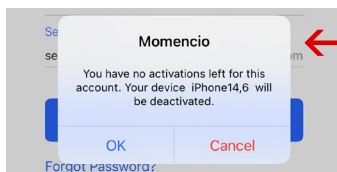
1. Go to Apple **App Store** or Google **Play Store**
2. Search “Momencio”
3. Install Application



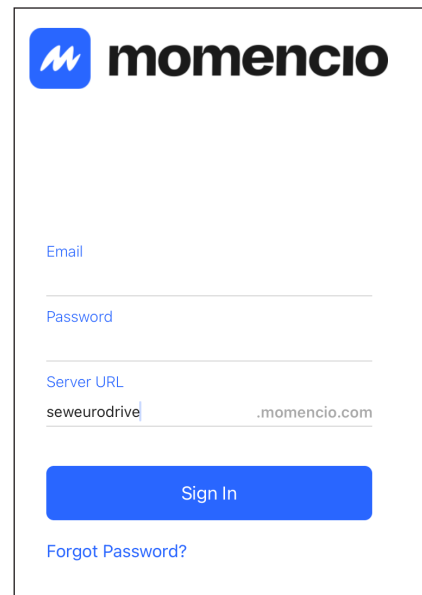
## LOGIN

1. Email: Use the email address provided on page 1 of this document.
2. Password: **Marketing25**
3. Server URL: **seweurodrive**
4. Click **Sign In**

If you need the account password reset, please reach out to Michelle Nau at [mnau@seweurodrive.com](mailto:mnau@seweurodrive.com) / 937-307-1901.

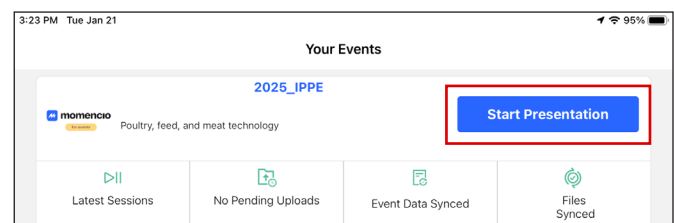


← If you come across a momencio error message like this. Click **OK**. This just means the previous user did not log out after their show.



## SELECTING EVENT

1. Find the event you are attending from the list of events.
2. Click **Start Presentation**



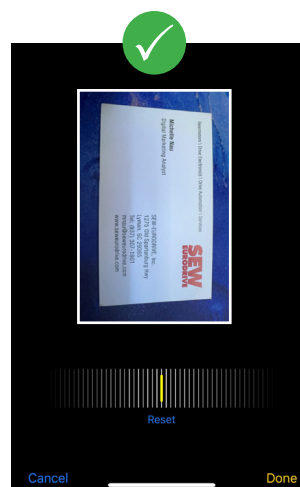
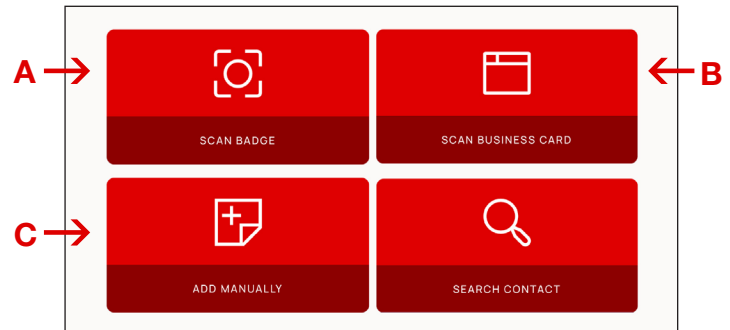
## LEAD CAPTURE

### SCAN BADGE (A) OR BUSINESS CARD (B):

1. To scan a badge select **Scan Badge**; for a business card select **Scan Business Card**
2. Take a clear photo of the badge or business card. If blurry, retake the photo.
3. Use the dial at the bottom to straighten out photo. If photo looks good, click **Done** in the bottom right corner.
4. While the contact information is processing click **NOTES** to add your discussion and follow-up notes

*Contact information can take 3-15mins to process depending on internet connection*

5. After notes are completed, click **FINISH** or **ADD NEW CONTACT** to move on to the next lead contact.

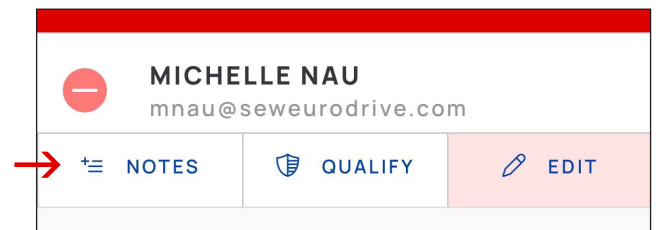


### MANUALLY ADDING A LEAD (C):

1. Select **Add Manually**
2. Fill out form with correct contact information
3. Click **Save & Continue**
4. Click **NOTES** to add your discussion and follow-up notes

*Contact information can take 3-15mins to process depending on internet connection*

5. After notes are completed, click **FINISH** or **ADD NEW CONTACT** to move on to the next lead contact



## ADDING NOTES - *required for all leads*

1. After a contact has been scanned click **NOTES**. Click the green + **ADD NOTE**

2. **Start all notes with your Initials**

John Smith = JS

If there are others with a similar name or initials please expand the initials to differentiate.

John Smith = JoS or JSm

Jim Scott = JiS or JSc

3. Put in your discussion notes detailing your conversation.

4. Select the appropriate **Quick Note** hashtags (#) for lead type (Hot, Warm, Cold), follow-up instructions, and product group interests.

5. Click the green **SAVE NOTE** before closing the screen—**if you don't see it, minimize the keyboard first**. Do not click the square arrow in top right, this will cancel the note.



**If the SAVE NOTE button is not visible on your device call or text Michelle Nau at 937-307-1901 asap.**

## FAQ

**The email/password given is not working, who do I contact?**

SEW-EURODRIVE US Corporate Marketing Team - Lead Capture Support: Michelle Nau, Nathan Holman

**What happens to these leads after the show?**

After the close of the show an initial export of the leads will be shared with the trade show's sales lead. Leads captured with AI enhancement may take up to 12 hours to process and will be delivered next day.

The trade show sales lead will determine how they will handle these leads and if they will be shared via Interlynx.

Corporate marketing will send a, "Thank you for stopping by, someone will be in contact shortly" email shortly after the show is completed. All leads get added to the DRIVEN Newsletter email distribution list.

## QUICK NOTES GLOSSARY

LEAD TYPE	
#Current-Customer	Current SEW-EURODRIVE customer
#New-Lead	New lead
#Distributor	Distributor or reseller
#Student-or-Teacher	Student or teacher

LEAD STATUS	
#HOT-Lead_Follow-Up-Immediately	HOT, follow up immediately
#WARM-Lead	Warm lead, follow-up, add to nurture cycle
#COLD-Lead	Cold lead, add to nurture cycle

FOLLOW UP INSTRUCTIONS	
#Send_More-Info	Send more information
#Send_Literature	Send sales literature
#Follow-Up_DSE	Local DSE to follow up
#Follow-Up_Myself	I will follow up
#Follow-Up_MAXOLUTON	MAXOLUTION to follow up
#Follow-Up_Electronics	Electronics department to follow up
#Follow-Up_Technical	Technical contact to follow up
#Follow-Up_BusDev	Business Development to follow up
#Follow-Up_Needs-Service-Repair	Service to follow up
#Provide-Quote	Provide quote or pricing estimate
#Inquiry-Only	Just checking out whats New
#Marketing-Inquiry	Marketing to follow up
#Happy-Hour	Attended booth happy hour

PRODUCT INTEREST GROUPS:	
#AC-Motors	Interested in AC Motors
#Cabinet-Mount	Interested in Cabinet Controls & Inverters
#Decentralized	Interested in Decentralized Controls & Inverters
#DriveRadar	Interested in DriveRadar
#Gearmotors	Interested in Gear Units & Gearmotors
#IG	Interested in Industrial Gearing
#Low-Voltage	Interested in Low Voltage Drives
#MOVI-C	Interested in Machine Automation / MOVI-C
#MAXOLUTION_AGVs	Interested in AGVs and Mobile Systems
#MAXOLUTION_Track-Guided	Interested in Track-Guided Systems
#MOVIKIT	Interested in Robotic Modules / MOVIKIT
#PES	Interested in Power & Energy Solutions
#Servos	Interested in Servos & Servomotors
#Stainless-Steel	Interested in Stainless Steel Drives
#Software	Interested in Engineering Software
#Maintenance	Interested in Maintenance Solutions & Services