CUSTOMER : **demo-scalia**
TRADE FAIR : **show demo**   from 2014-01-15 to 2014-05-04

The report Prospectik of the prospecting realized by the customer company during this trade fair is made in 3 sections :

A global approach, which allows to draw a cartography of the prospects met, as well as a schematic vision of the type of participants met and the flow of the prospecting during the trade fair
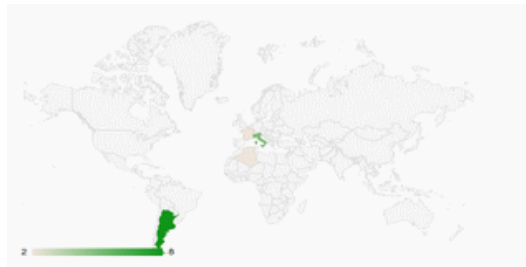
A « mapping » of the prospecting, which allows to display, at a glance, the most interesting and interested prospects
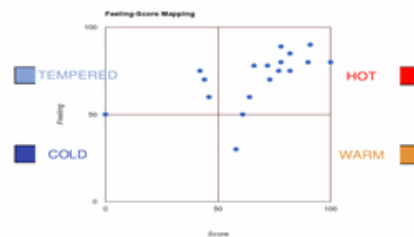
An approach per cluster, which allows to display the main assets of the prospects met
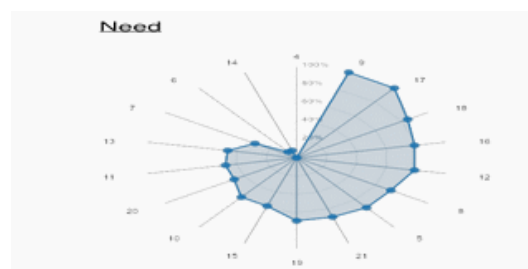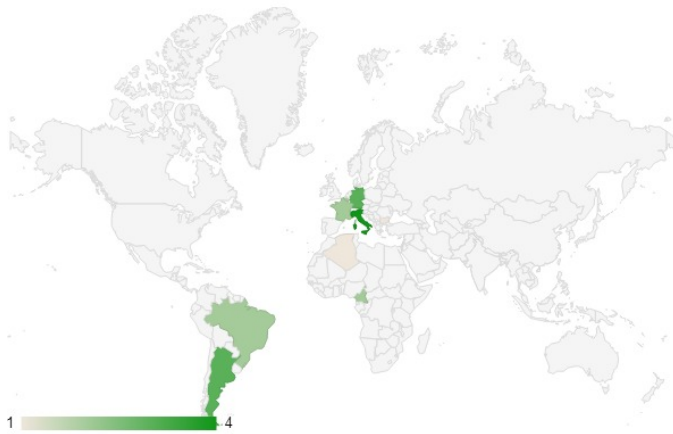

SUMMARY OF THE PROSPECTING

This section allows you to identify the most met geographical areas and business sectors.

This allows you as well to have a view on the flow of the prospecting during the trade fair.
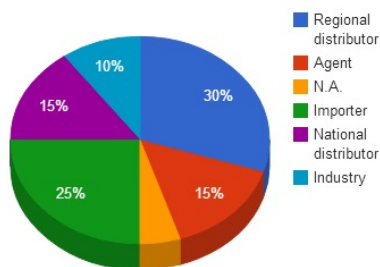The geographical aspect

The prospects met during the trade fair come from 9 different countries.

The top 3 of those countries is the following one:

- IT (4)
- DE (3)
- AR (3)

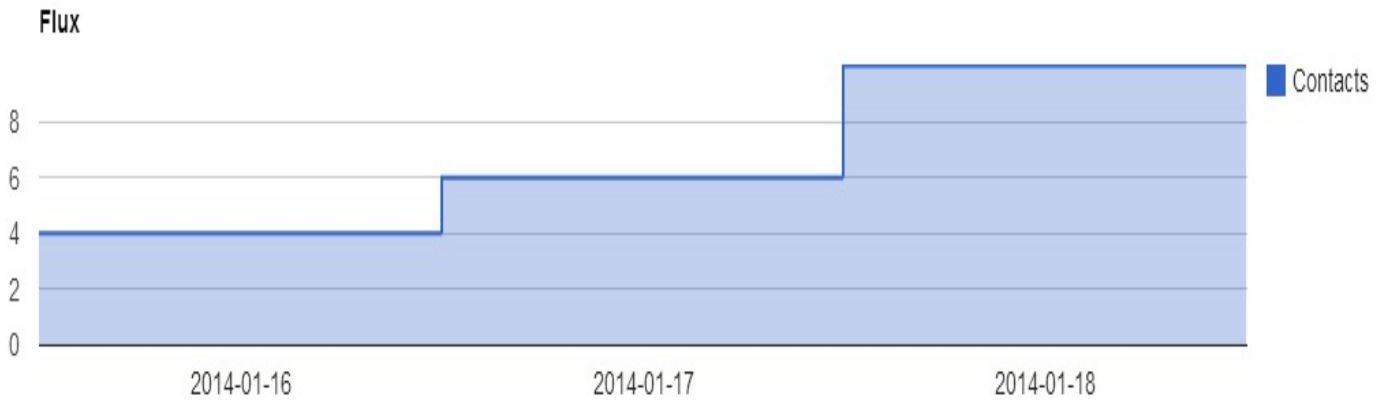The aspect 'business sectors'

The prospects met during the trade fair come from 6 different sectors.

The top 3 of those sectors is the following one:

- Regional distributor (6)
- Importer (5)
- Agent (3)

The aspect 'business sectors'

Flux

This graph shows the influx of the prospects during the trade fair.

A detailed list of all the prospects and countries met can be obtained by exporting all the data of the prospecting.
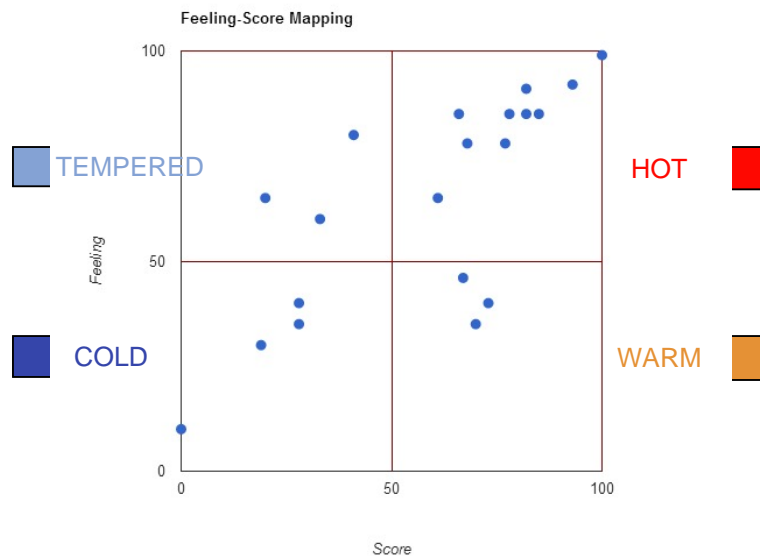

LE MAPPING OF THE PROSPECTING

This section allows you to display at a glance the prospects considered as the 'most useful', in other words those who, according to our mathematical model, are the most interesting and the most interested.

The utility score of each prospect is obtained according to a so-called multi-criteria method (developed by us), and based on relevant criteria established by a panel of experts.

It is important to note that our mathematical model is a tool for decision aid, which is intended to support the decision of the sales people and not to substitute it.

That is the reason why the mapping of the prospecting takes account as well of of the 'feeling' of sales person felt during the meeting. It is the combination of both scores, that is the commercial feeling and the mathematical utility, that allows to obtain the most coherent mapping.

The aspect 'business sectors'

Note: the graph represents the positioning of the prospects met during the trade fair; based on, on the one hand the "Prospectik index" calculated, and on the other hand, the "commercial feeling" felt at the meeting.

INTERPRETATION

Based onthe scores obtained, we can interpret the graph as follows :

- The category HOT, which is situated in the top right dial, represents the most interessed and interesting prospects.

This is the main interest area for the optimisation of the commercial follow-up.

- The category WARM, which is situated in the bottom right dial, represents the most interested prospects according to the model, but for whom the commercial feeling is not the most enthusiastic.

This is an area as interesting as the area HOT, but for which it is necessary to dissect the feeling felt during the meeting; because it appears as lower to the average.

- The category TEMPERED, which is situated on the top left dial, represents the prospects for whom the commercial feeling is the highest; but the Prospectik index is lower than the average.

It is the area that leaves much space for the personal judgment / feeling. If many prospects are in this area, the weight of the criteria in the model requires a more ad hoc configuration.
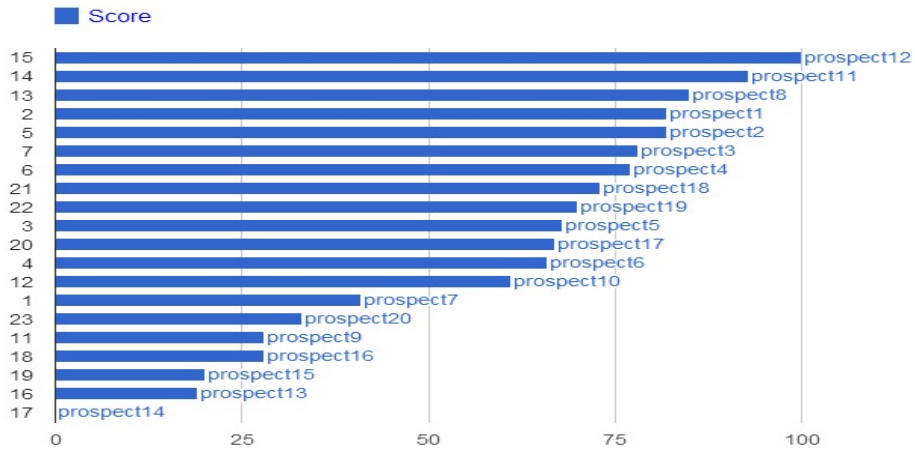
- The category COLD, which is situated in the bottom left dial, represents the least interesting and interested prospects ; and that, both at the level of the Prospectik index and at the level of the commercial feeling.

This is the least important/relevant interest area in terms of commercial follow-up.

Rapport Prospectik
www.prospectik.com

SUMMARY OF SCORES

In summary, by taking into account crossed scores at the same time of the Prospectik index and the commercial feeling, the ranking of the prospects met during the trade fair becomes the following one:

Rank	Id	Company	Prospectik Ind.	Feeling	
1	15	prospect12	100	99	HOT
2	14	prospect11	93	92	HOT
3	13	prospect8	85	85	HOT
4	2	prospect1	82	91	HOT
5	5	prospect2	82	85	HOT
6	7	prospect3	78	85	HOT
7	6	prospect4	77	78	HOT
8	21	prospect18	73	40	WARM
9	22	prospect19	70	35	WARM
10	3	prospect5	68	78	HOT
11	20	prospect17	67	46	WARM
12	4	prospect6	66	85	HOT
13	12	prospect10	61	65	HOT
14	1	prospect7	41	80	TEMPERED
15	23	prospect20	33	60	TEMPERED
16	11	prospect9	28	40	
17	18	prospect16	28	35	
18	19	prospect15	20	65	TEMPERED
19	16	prospect13	19	30	
20	17	prospect14	0	10	

■ Score

	Score
15	prospect12
14	prospect11
13	prospect8
2	prospect1
5	prospect2
7	prospect3
6	prospect4
21	prospect18
22	prospect19
3	prospect5
20	prospect17
4	prospect6
12	prospect10
1	prospect7
23	prospect20
11	prospect9
18	prospect16
19	prospect15
16	prospect13
17	prospect14

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ANALYSIS PER CLUSTER

This section allows you to visualize at a glance the adequacy between the scores of every prospect met with regard to the various " clusters " that we defined.

As a reminder, in order to better understand the score of each of the prospects, we grouped the selection criteria in 5 different groups :
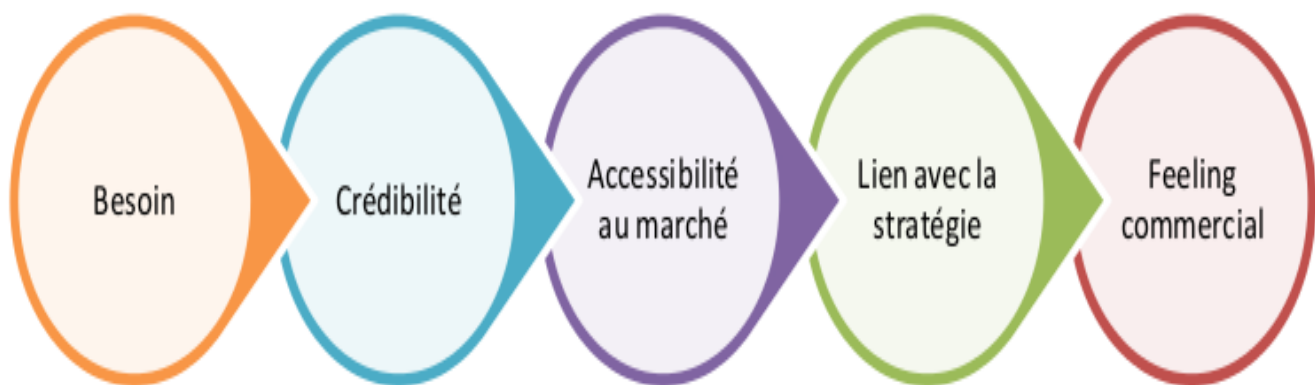
Each of these clusters consists of scores obtained for a set of specific questions (on a total of 9 questions stated on the on-line prospect form).

The score of each prospect (on those differents clusters) is then put in connection with the possible maximum score for each of the clusters; what gives the following various rankings:

The graphs represent the score obtained by every prospect for the cluster in question (it is in fact about an aggregate of the various criteria of the cluster). The closer the score is to the limit of the circle, the closer it is to the expectations of the cluster; and consequently the higher it is in the ranking

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Need
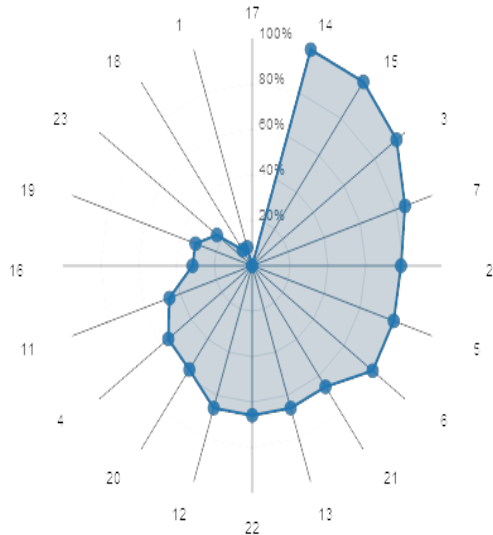
List of the selected contacts:

14	(prospect11)	- 100 %
15	(prospect12)	- 100 %
3	(prospect5)	- 94 %
7	(prospect3)	- 85 %
2	(prospect1)	- 79 %
5	(prospect2)	- 79 %
6	(prospect4)	- 79 %
21	(prospect18)	- 66 %
13	(prospect8)	- 66 %
22	(prospect19)	- 66 %
12	(prospect10)	- 66 %
20	(prospect17)	- 57 %
4	(prospect6)	- 55 %
11	(prospect9)	- 46 %
16	(prospect13)	- 32 %
19	(prospect15)	- 32 %
23	(prospect20)	- 23 %
18	(prospect16)	- 9 %
1	(prospect7)	- 9 %
17	(prospect14)	- 0 %

Propect credibility
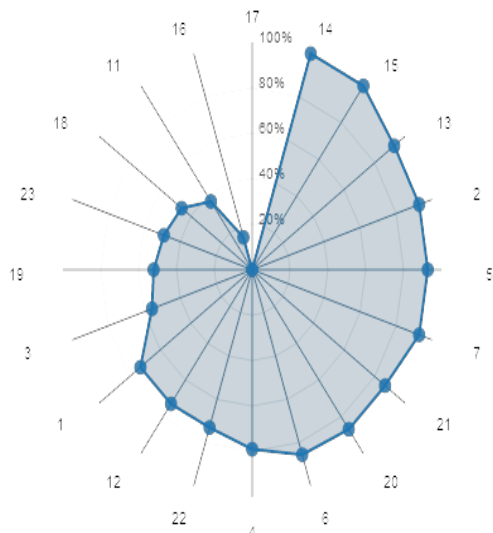
List of the selected contacts:

14	(prospect11)	- 100 %
15	(prospect12)	- 100 %
13	(prospect8)	- 93 %
2	(prospect1)	- 93 %
5	(prospect2)	- 93 %
7	(prospect3)	- 93 %
21	(prospect18)	- 87 %
20	(prospect17)	- 87 %
6	(prospect4)	- 86 %
4	(prospect6)	- 79 %
22	(prospect19)	- 73 %
12	(prospect10)	- 73 %
1	(prospect7)	- 73 %
3	(prospect5)	- 56 %
19	(prospect15)	- 52 %
23	(prospect20)	- 49 %
18	(prospect16)	- 46 %
11	(prospect9)	- 37 %
16	(prospect13)	- 15 %
17	(prospect14)	- 0 %

Prospect's market accessibility
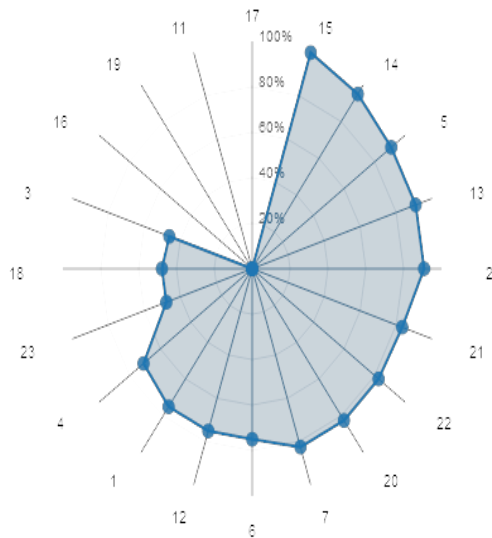
List of the selected contacts:

```
15   (prospect12) - 100 %
14   (prospect11) - 95 %
13   (prospect8) - 91 %
2    (prospect1) - 91 %
5    (prospect2) - 91 %
21   (prospect18) - 83 %
22   (prospect19) - 83 %
20   (prospect17) - 83 %
7    (prospect3) - 83 %
6    (prospect4) - 75 %
12   (prospect10) - 75 %
1    (prospect7) - 75 %
4    (prospect6) - 71 %
23   (prospect20) - 48 %
18   (prospect16) - 48 %
3    (prospect5) - 46 %
19   (prospect15) - 0 %
11   (prospect9) - 0 %
17   (prospect14) - 0 %
16   (prospect13) - 0 %
```

Link with exhibitor's strategy
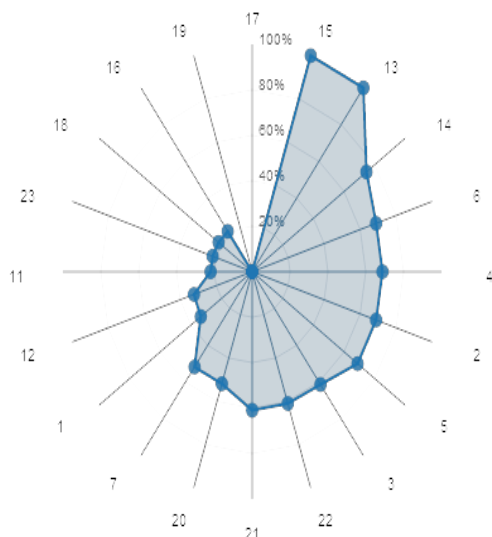
List of the selected contacts:

```
15   (prospect12) - 100 %
13   (prospect8) - 100 %
14   (prospect11) - 75 %
6    (prospect4) - 69 %
4    (prospect6) - 69 %
2    (prospect1) - 69 %
5    (prospect2) - 69 %
3    (prospect5) - 61 %
22   (prospect19) - 61 %
21   (prospect18) - 61 %
20   (prospect17) - 52 %
7    (prospect3) - 52 %
1    (prospect7) - 34 %
12   (prospect10) - 32 %
23   (prospect20) - 22 %
18   (prospect16) - 22 %
16   (prospect13) - 22 %
11   (prospect9) - 22 %
17   (prospect14) - 0 %
19   (prospect15) - 0 %
```

Feeling
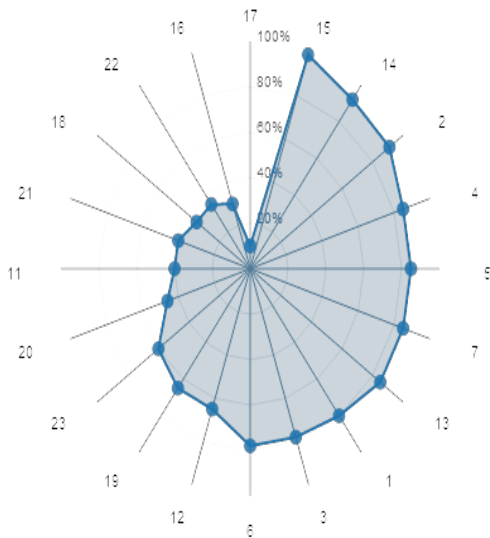
List of the selected contacts:

15 (prospect12) - 99 %
14 (prospect11) - 92 %
2 (prospect1) - 91 %
4 (prospect6) - 85 %
5 (prospect2) - 85 %
7 (prospect3) - 85 %
13 (prospect8) - 85 %
1 (prospect7) - 80 %
3 (prospect5) - 78 %
6 (prospect4) - 78 %
12 (prospect10) - 65 %
19 (prospect15) - 65 %
23 (prospect20) - 60 %
20 (prospect17) - 46 %
11 (prospect9) - 40 %
21 (prospect18) - 40 %
18 (prospect16) - 35 %
22 (prospect19) - 35 %
16 (prospect13) - 30 %
17 (prospect14) - 10 %

ANALYSIS PER CLUSTER HOT AND WARM

This section allows you to compare the individual score of every prospect, not only through the Prospectik index, but also through the global view on all the clusters.

This comparison allows to better understand and especially to better interpret the ranking of the prospects met on the trade fair.

You will find below the analysis of the Top 10 of the prospects met.

prospect14

prospect7

![Prospectik - Intelligent Leads Qualifyer logo]

prospect16

Score

85

prospect20

Score

82

prospect15

Score

82
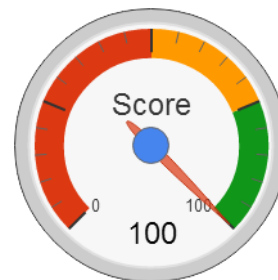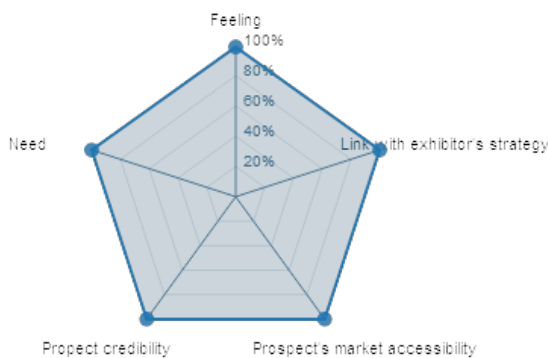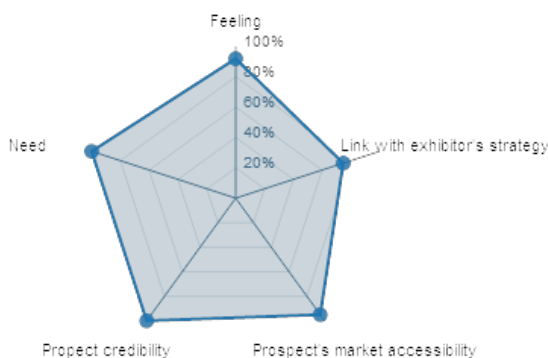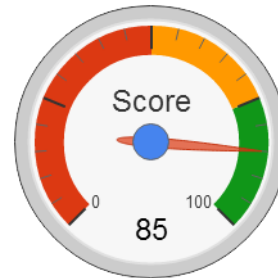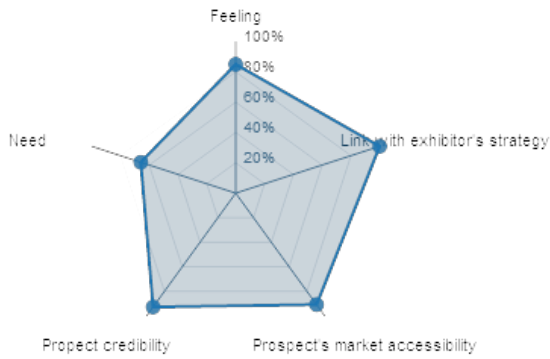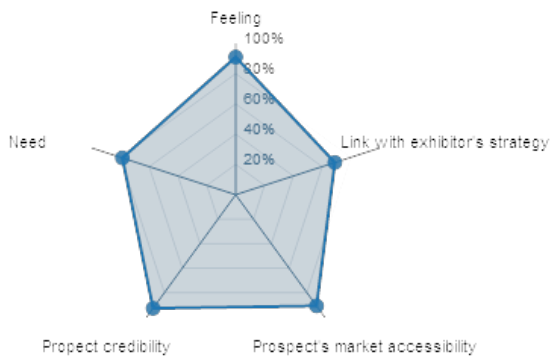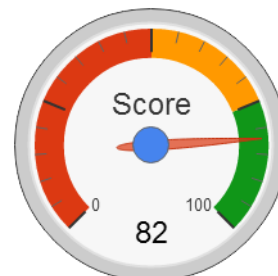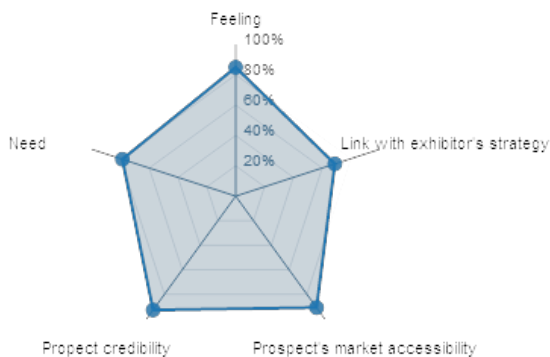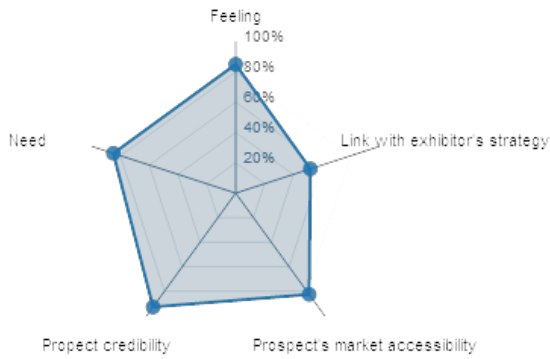
prospect13
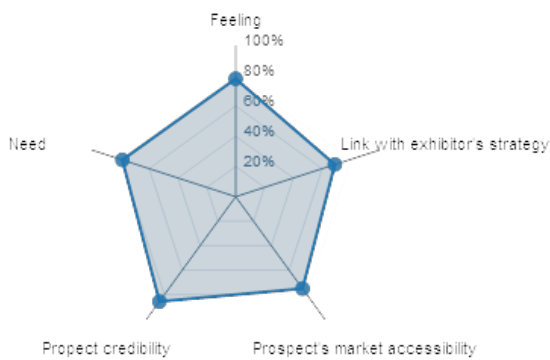
prospect9

prospect6
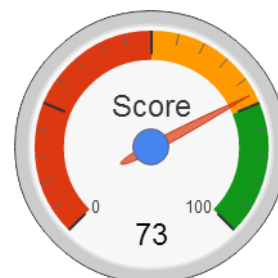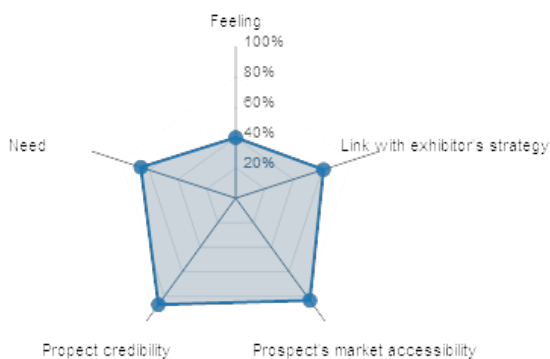
prospect17

prospect10

prospect19