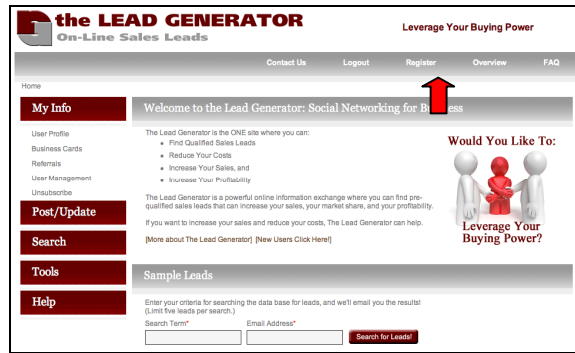


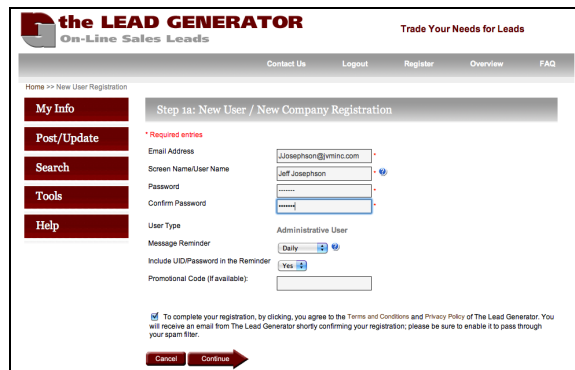
## The Lead Generator User's Guide

This User's Guide presents a quick overview of the (1) Registration process, (2) how to post your initial entries into the system, and (3) how to perform basic searches for leads. For more detailed information, be sure to check out the Help section online.

### 1. Registration

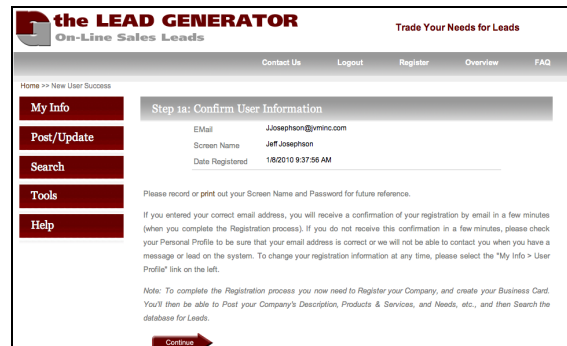


To register, click on the Registration link on the menu bar. This will take you to the Registration page, shown below:



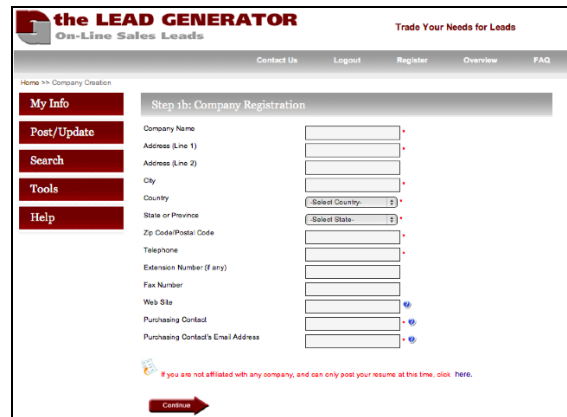
It is recommended that you use your real name as your Screen Name, and be sure to include a promotion code, if you have one. Check that you've read the Terms and Conditions, and click Continue.

This will bring up a Registration Confirmation page, shown below:



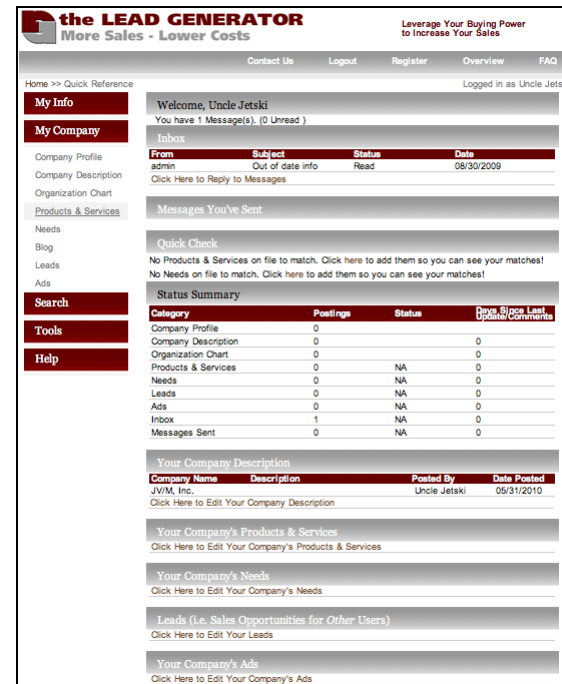
The program will also send you a link to make sure your email address is correct. Be sure to allow it to get past your spam blocker; and confirm its receipt, so we can let you know when you have a lead or message on the system.

After you click Continue on the Confirmation page, the system will bring up the Company Registration page, shown below:



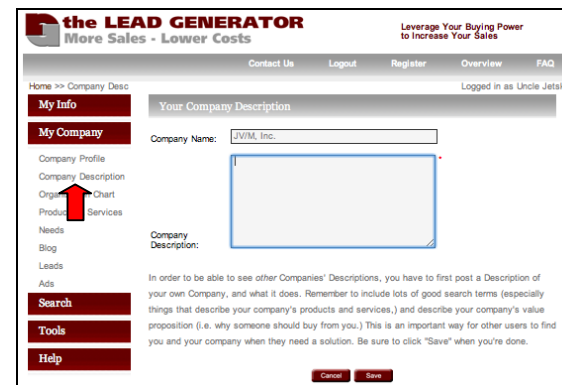
Fill in your Company information. Be sure to include your Purchasing Contact, and click "Continue." This will bring up your Quick Reference Screen, which has a summary of your company's entries, shown below.

### 2. Posting Your Company's Entries



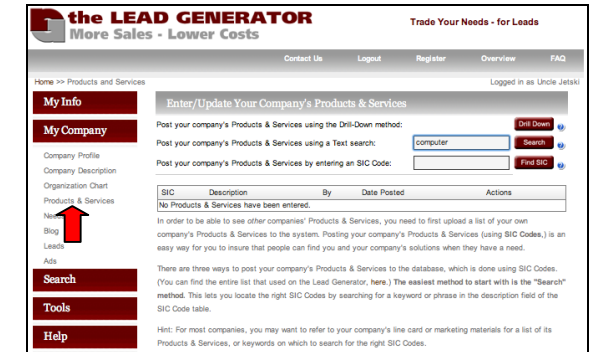
The Quick Reference screen (above) displays your company's entries, and guides you through the process of posting your company's initial entries.

To start, click on the Company Description link under "My Company" to bring up a form where you can enter your Company Description, below:



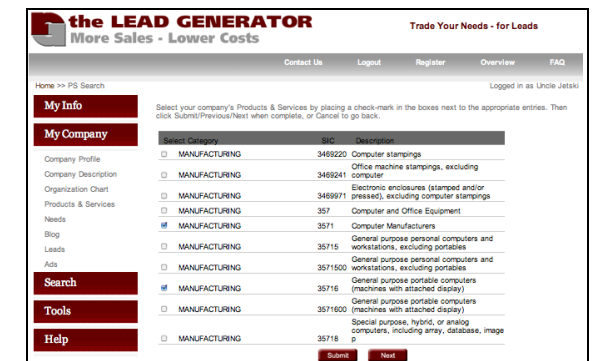
Enter as much information as you can about your company. Be sure to include any keywords in the description so that other users can find your company quickly and easily when they have a need.

When you're done, click "Save." Then click on the "Products & Services" link under "My Company" to post your company's Products & Services.



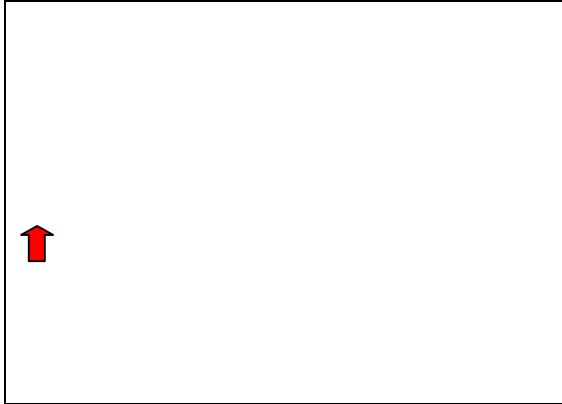
You posting your company's Products & Services using SIC Codes. This is a key part of establishing your company's identity on the Lead Generator. The Lead Generator has over 13,500 SIC Codes that you can use to post virtually any product or service that you might offer.

The easiest way to determine what SIC Codes to use is to enter the types of products or services your company offers into the box next to the Search button. This will bring up suggestions from which you can select the best fit.



Note that there are different SIC Codes for manufacturers, distributors, retailers and service firms, as well as for consumers and government agencies. Also, note that the more SIC Codes you enter for your Products & Services, and the more accurate they are, the more you're likely to get good leads.

Click "Next" to see more suggestions, and "Submit" when you're done. When you're finished, you can go on to posting your company's Needs, shown below, by clicking on the "Needs" link under "My Company":

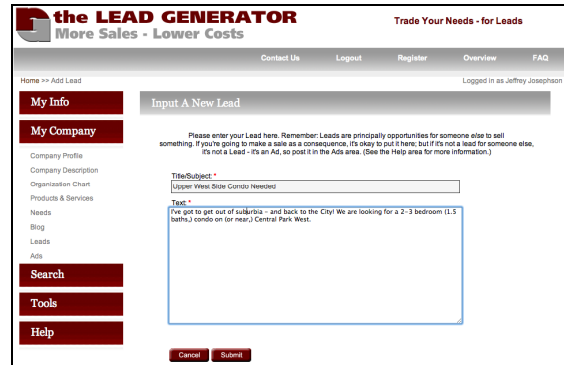


Posting your company's Needs is identical to posting your company's Products & Services, (i.e. the system uses SIC Codes,) except in this case you input what your company *buys*, instead of what it *sells*. Enter keywords or phrases into the search box to find SIC Codes that represent your company's purchasing requirements.

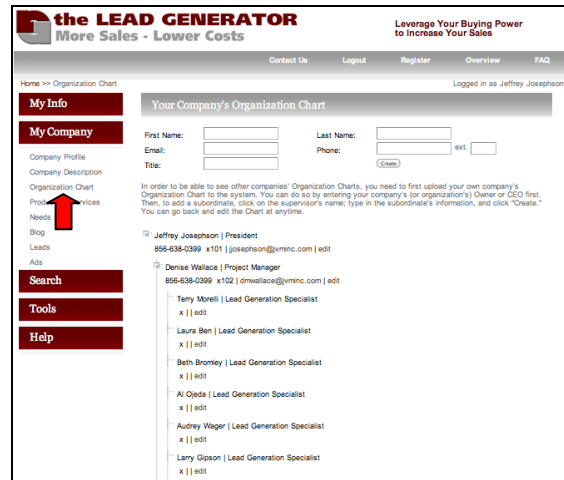
The system will suggest appropriate SIC Codes, which you can select and save, just as you did with your company's Products & Services. A good resource for identifying your company's Needs is its Accounts Payable ledger. And remember: once you post *your* company's Needs, you'll get access to *other* companies' Needs!

When you've completed posting your company's Needs, and Products & Services, check the Quick Reference screen to see that they are correct. Posting accurate data will significantly enhance your credibility with other users.

You can also post any Leads or Ads that you have, using "free text."



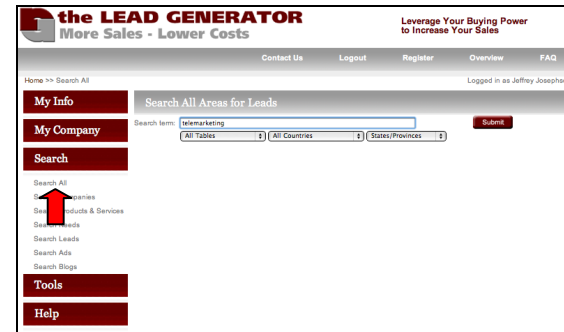
And you can also post your company's Organization Chart (example below), which will enable you to see *other* companies' Organization Charts.



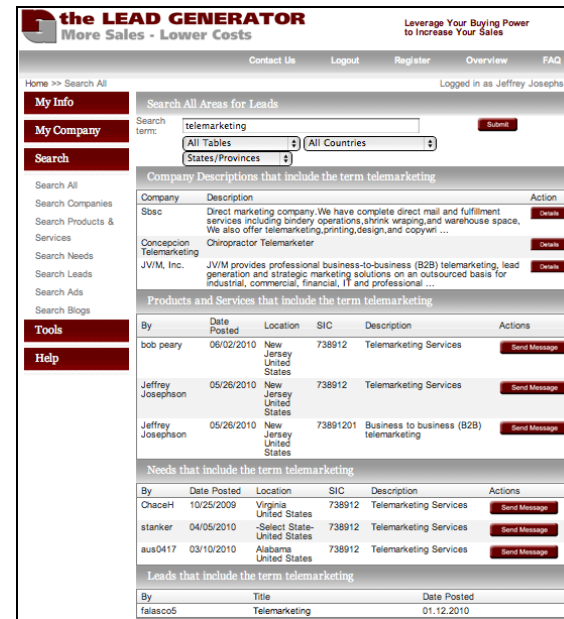
Remember, if you *post* data of a particular type, you'll be able to see other users' data of that type (in the spirit of "You show me yours, I'll show you mine") that is the foundation of the Lead Generator.)

### 3. Searching for Leads

There are many ways to search for leads on the Lead Generator. The easiest way to start is with the "Search All" link, under the "Search" button.

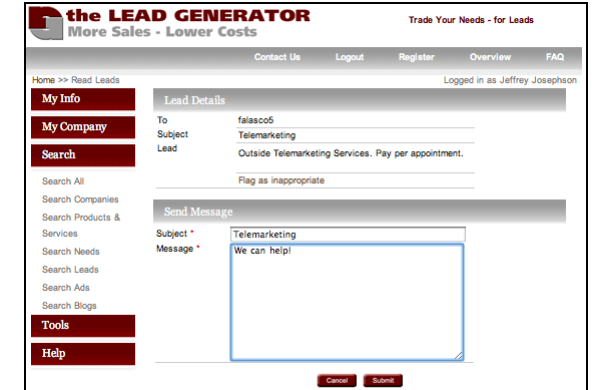


Enter a search term (such as the type of product or service you sell,) to find entries in the various tables that match, as shown in the example below.



If you're looking for sales leads, the best tables to start with are the Needs and Leads tables. If you're shopping, or ready to infer a need, look in any table.

When you find a lead, simply click on the Send Message button to send a message to the user who posted it.



### 4. Other Hints

Finally, to get the most out of the Lead Generator:

- Be sure to check your Messages daily, and answer any inquiries you receive.
- Keep your company's entries complete and up-to-date. The more information you put in about your company, the more information you'll have access to.
- And be sure to tell other people about the system – since the more users there are, the more leads there are!

### 5. Need More Help?

The Lead Generator has a wealth of tools and tips on how to generate leads, and save money. Be sure to check the Help page, the forum, or send your questions to Customer Support at:

[CustomerSupport@LeadGenerator.com](mailto:CustomerSupport@LeadGenerator.com)  
856-638-0399 x103

We're here to help!