Offline-to-Pipeline Report

IMTS 2026 | Northwind Robotics

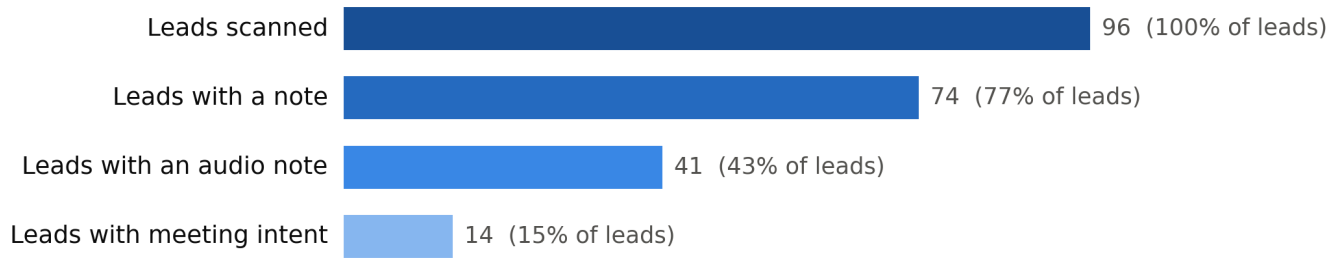
International Manufacturing Technology Show, Chicago · generated 2026-09-21 by B2Brain.com

Sample report. Every company, person and number below is fictional. The structure, sections and metrics are exactly what a real customer receives after each show.

Executive Summary

96	78	74	41	14.6%
Leads scanned	Accounts	Leads with notes	Audio notes	Leads-to-Meeting (14 of 96)

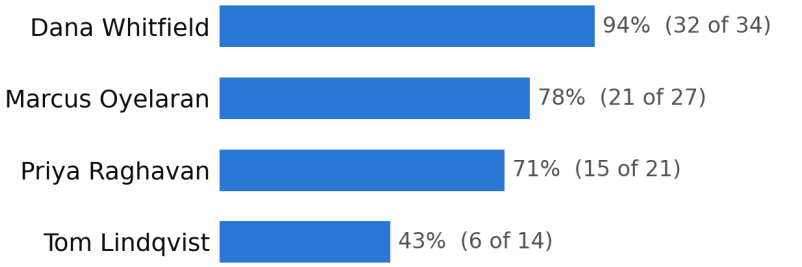
From scan to meeting: how many of the 96 leads reached each step



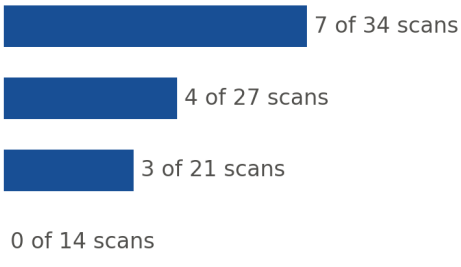
Leads-to-Meeting counts a lead once when its notes express intent to meet, call, demo, or continue the conversation on a set date. Note coverage was 77 percent (74 of 96), and every one of the 14 meeting-intent leads came from a lead that carried a note.

Section 1 — Rep Productivity & Effectiveness

Note coverage: share of scans with a note



Meeting-intent leads



Rep	Leads scanned	Accounts	With notes	With audio notes	Meeting intent
Dana Whitfield	34	28	32	24	7
Marcus Oyelaran	27	22	21	9	4
Priya Raghavan	21	17	15	7	3
Tom Lindqvist	14	11	6	1	0

Dana Whitfield wrote a note on 32 of 34 scans and produced half the meeting intent at the show. Tom Lindqvist scanned 14 and wrote 6 notes, so eight of his conversations arrive as a name and a company with nothing attached. Note coverage, not scan volume, is what separates the two.

Section 2 — Quality Opportunities

Accounts where the note contains a stated need, a named timeframe, or explicit intent to continue.

Account	Lead	Why it is a quality opportunity (verbatim from the rep's note)	Timeframe	Rep
Cascade Precision Works	Elena Marchetti, VP Operations	“Running four Okuma cells and wants to automate part loading before the Q1 ramp. Asked what our payback looks like at 3,000 parts a week.”	“before Q1”	Dana Whitfield
Halverson Aerospace	Ray Okonkwo, Director of Manufacturing Eng.	“AS9100 shop, currently hand-tending two mills. Wants a demo with his quality lead because traceability is the blocker, not the robot.”	“next Thursday”	Dana Whitfield
Delmar Tool & Die	Sofia Brennan, Plant Manager	“Third shift is impossible to staff. She has budget approved for one cell this year and is comparing us against Fanuc integrators.”	“this year”	Marcus Oyelaran
Ferro Stamping Group	Aaron Whitlock, Continuous Improvement Lead	“Wants the ROI model in writing to take to his GM. Said the GM signs anything under 150k without corporate.”	“two weeks”	Marcus Oyelaran
Kesler Hydraulics	Junko Aramaki, Head of Automation	“Already has two of our units in Ohio. Looking to standardise across three more plants if the Ohio numbers hold.”	“Q2 review”	Priya Raghavan
Brightline Medical Devices	Curtis Nwachukwu, Operations Director	“Cleanroom application, validation is the hard part. Booked 30 minutes for the 29th to walk through the validation package.”	“the 29th”	Dana Whitfield

Six of the 14 meeting-intent leads carried enough detail to brief a sales engineer without a follow-up call.

Section 3 — Near-Miss Accounts

Real interest, but the note is missing the one thing that would make it actionable.

Account	Lead	Strongest signal (verbatim)	What is missing	Rep
Tri-State Machining	Bo Castellanos	“Interested in the vision system specifically. Said to send something over.”	No timeframe and no stated application	Priya Raghavan
Orion Valve Company	Marguerite Selby	“They are replacing a line in 2027 and want to be kept informed.”	No current need; diarise rather than pursue	Marcus Oyelaran
Lakeside Injection Molding	Hank Ferreira	“Asked about pricing twice. Would not say what the application is.”	No application, so no way to scope	Tom Lindqvist
Pemberton Gear Works	Ingrid Vasquez	“Knows our Detroit rep. Wanted to say hello.”	No need stated; relationship only	Dana Whitfield

Section 4 — Product Engagement & Competitive Threats

Term	Count	Verbatim evidence
Demo	9	“Wants a demo with his quality lead.” · “Booked 30 minutes for the 29th.”
ROI / payback	6	“Asked what our payback looks like at 3,000 parts a week.” · “Wants the ROI model in writing.”
Integration	4	“Traceability is the blocker, not the robot.”
Pilot	2	“Budget approved for one cell this year.”
Validation	2	“Cleanroom application, validation is the hard part.”

Competitor named	Count	Context (verbatim)
Fanuc integrators	3	“Comparing us against Fanuc integrators.”
Universal Robots	2	“Ran a UR10 pilot last year and it stalled on cycle time.”
In-house build	2	“Their controls team thinks they can do it themselves.”

Return on investment was raised unprompted at six accounts and is the most common second question after the demo request. In-house build appears twice and is worth treating as a competitor rather than as indecision.

Section 5 — Top Differentiators

What visitors themselves said set Northwind Robotics apart, drawn only from the notes.

Differentiator	Accounts	Evidence (verbatim)
Changeover time under 20 minutes	4	“The changeover is the part their people actually believed.”
Validation package for regulated shops	2	“Cleanroom application, validation is the hard part.”
Works with existing cells, no line rebuild	3	“Running four Okuma cells and wants to automate part loading.”
Proven at an existing plant	2	“Already has two of our units in Ohio.”

Changeover time is the most repeated differentiator and does not currently appear in the booth messaging. Two accounts referenced an existing Northwind installation as the reason they engaged, which suggests the reference plant is doing more selling than the stand.

Report ends. A live report continues with next-best-action assignments per lead and a salient-factor summary; both are omitted from this sample.