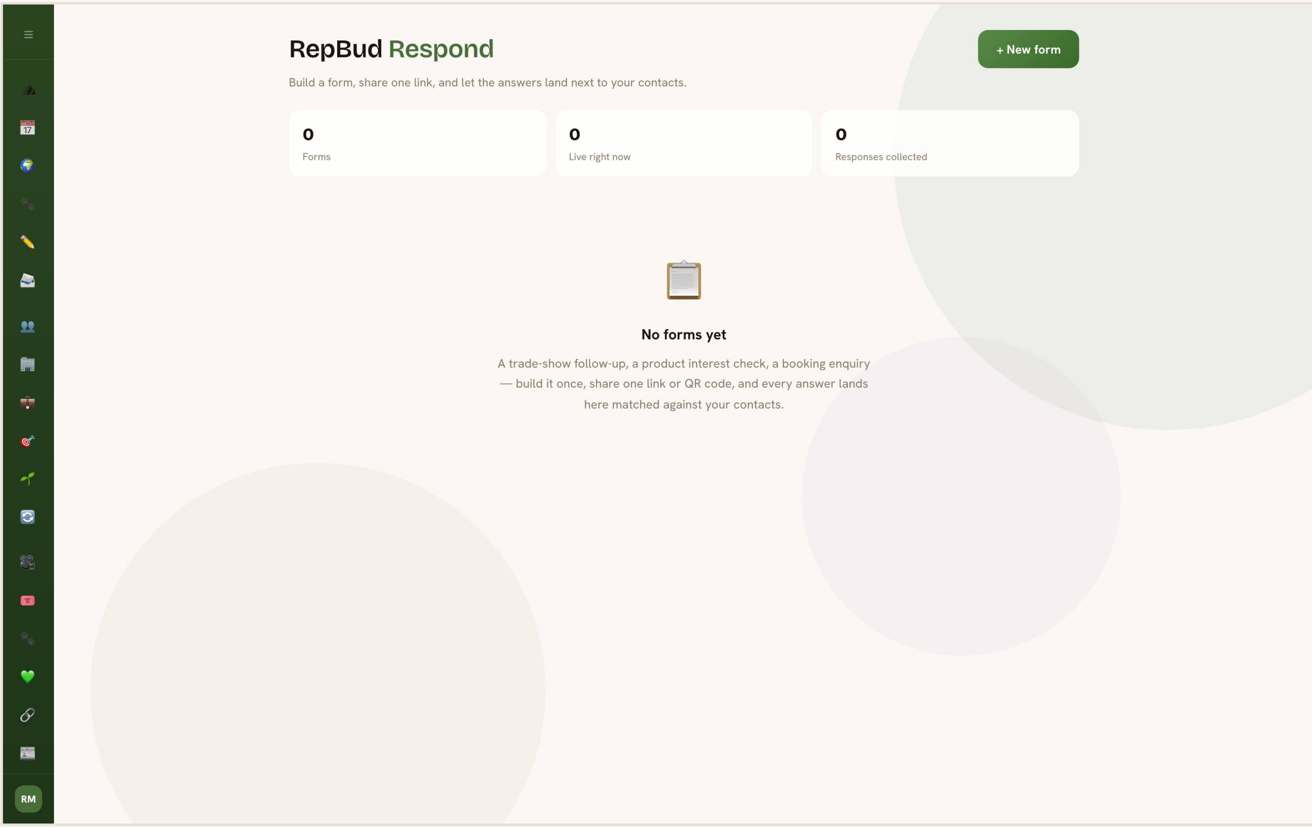
THE WIDER TOOLKIT

Respond — forms that fill your CRM

A training sign-up or a fam trip application that fills in your CRM as people answer — that is Respond.

Covers /dashboard/respond · for rep, dmc



The steps

01 **Open Respond**

Build a form, share one link, and let the answers land next to your contacts. Included on every plan.

02 Start a form

A training sign-up, a fam trip application, a rate request — start from the thing you keep asking people for.

03 Ask what you need

Add the questions and mark the ones you cannot do without, so an application arrives usable rather than half-filled.

04 Publish it as a link

Respond gives you a short public link. The person answering needs no account.

05 Put it where people are

The link goes in an email, a signature, a WhatsApp message or on a stand — anywhere a QR code or a URL fits.

06 Answers land on the contact

A response is matched to the person it came from, so it becomes part of their record rather than a spreadsheet you have to reconcile later.

07 Follow up from there

With the answer on the record you can raise a task or reply straight away, while the request is still warm.

Next: Reach — email your trade list

Questions

Which plans include Respond?

It is included on every plan, including the free Economy tier, with the number of active forms and monthly responses set by your plan.

Does the person answering need an account?

No. They open the link and answer — nothing to install and no sign-in.

What happens to an answer from somebody I do not have yet?

It still arrives. You can create the contact from the response rather than retyping what they already told you.

Can I use it on a trade show stand?

Yes. The link works as a QR code, so a visitor can enter a prize draw or request a rate sheet from their own phone.

Where do the responses go?

Onto the contact's record in RepBud, so the request and your reply sit with the rest of the relationship history.