

By addressing the first three critical exhibiting success factors, you are well on your way to a successful exhibiting experience. Don't stop now, because there are two more factors to getting a financial return on your exhibiting investment.

**CRITICAL SUCCESS FACTOR #4: MANAGE YOUR LEADS**

If you're not writing orders or signing contracts at the show, and you expect to achieve a return on your exhibiting investment, it's critically important to understand that leads are the real product of the show.

At the top level, a lead can be defined as *"anybody you interact with in the exhibit and around the event that requires follow-up on your part, and that follow-up delivers value for your company"*.

The key to generating QUALITY leads is to make sure that each lead includes four critical factors:


- ✓ Somebody from your company personally interacted with the person
- ✓ Key qualifying questions were asked
- ✓ Answers were captured or documented
- ✓ A next step was **identified** and **agreed** upon by the visitor

**1. Get together with your sales team and ask, "What information should we capture to help us better qualify and value the lead?"**

- Typical information areas might include: email address, product interest & level of interest, buying role and/or influence, evaluation and/or decision team, competitors buying from or looking at, purchase timeframe or season, next action step, other?

**2. Organize this information into the natural flow of conversation and create a lead qualification and capture device. Whether you use a paper form, or you rent and customize the show lead retrieval system, this will make a big difference in the quality of information you capture.**

- Sample paper lead form:



**Company** Show: IFT 2013  
**OPPORTUNITY CARD** Show Day: (1) (2) (3)  
State help/inf/attach

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Direct Phone: (\_\_\_\_) \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Customer  Prospect  Suspect  Other?

1. How did you LEARN ABOUT EXHIBIT?  Walk by  Mail  E-mail  Phone ad  Web ad  Referral Other: \_\_\_\_\_

2. Type of COMPANY?  Wholesale  Retail  Direct

3. Job FUNCTION?  Logistics  Operations  IT  Executive

4. Using PRODUCT/SERVICE?  Yes  No  Issue What?

5. GOALS/PROBLEMS?  Problem  Problem  Problem  Other: \_\_\_\_\_

OPPORTUNITY  Product  Product  Service  Service

6. ROLE in Exhibition Decision?  Engineer  Technical  Operations  Executive  Recommender  Influencer  Decision Make

7. EVALUATION Stage?  Assessing Needs  Evaluating Options  Supplier Evaluation  Ranked  RFP RFS

8. TIMEFRAME?  Yes  No  If Yes? \_\_\_\_\_

9. What is our Next ACTION? Information  Drive  Mail  E-Mail Call  Yes  No Appointment  Call for  Set When? Action  Visit  Operative Support  All formal list Where?  Immediate  1-30 days  31 days

NOTES: \_\_\_\_\_

Priority: A - B - C Taken by: \_\_\_\_\_

- Contact information
- Relationship with company
- Marketing recon
- Situational questions
- Area of interest
- Qualification questions
- Next action
- Space for free hand notes

**3. Train your booth staff on asking the questions in the proper sequence, and using the capture device, before you get to the booth.**

**4. To get visitors to commit to the next step, avoid assuming that they have interest. Be sure to ask the visitor *what their level of interest in your products is?, and what they think the your next step should be?***

5. Be ready to physically give them, or email them, follow-up information on the spot. Research has proven speed of response dramatically increases lead conversion rate.
6. Develop your lead follow-up plan **before** coming to the show, so you can follow-up quickly.
7. And finally, do not give up too quickly on leads. Your philosophy should be “any lead worth taking is worth following up on”, and that you’re going to stay in touch with each lead for as long as it takes. Be there when the buyer is ready to buy, not just when you’re ready to sell!

Be sure to visit the Exhibitor Success & ROI Center web page for additional resources to help manage your exhibit program. We highly recommend reading the Closed Loop Lead Management article.

Lastly, please note we are providing new exhibitors with an exhibiting effectiveness booth evaluation. Between July 9<sup>th</sup> and 10<sup>th</sup>, a highly experienced trade show expert will visit your exhibit and provide quick guidance on any improvements you can make right away to improve your effectiveness, and will also perform a 21 point evaluation. They will not need to interrupt your booth activities during this process. However, the evaluator will be taking photos of your booth, which will only be used in a confidential report you’ll receive.

Shortly after the show, you will be emailed an Exhibiting Effectiveness Evaluation Report highlighting areas of effectiveness and identifying potential areas that can be improved so your company gets more value and results.

If you have any questions, please feel free to reach out to your account executive.

