



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 OPPORTUNITY CARD** Show: IFT 2013  
State: ☐ NJ ☐ PA ☐ OH ☐ IL ☐ IN ☐ MI ☐ OH ☐ KY ☐ TN ☐ VA ☐ NC ☐ SC ☐ GA ☐ FL ☐ AL ☐ MS ☐ LA ☐ TX ☐ OK ☐ NM ☐ AZ ☐ CA ☐ NV ☐ UT ☐ WY ☐ CO ☐ MT ☐ ND ☐ SD ☐ NE ☐ KS ☐ MO ☐ IA ☐ MN ☐ WI ☐ IL ☐ IN ☐ MI ☐ OH ☐ KY ☐ TN ☐ VA ☐ NC ☐ SC ☐ GA ☐ FL ☐ AL ☐ MS ☐ LA ☐ TX ☐ OK ☐ NM ☐ AZ ☐ CA ☐ NV ☐ UT ☐ WY ☐ CO ☐ MT ☐ ND ☐ SD ☐ NE ☐ KS ☐ MO ☐ IA ☐ MN ☐ WI ☐ IL ☐ IN ☐ MI ☐ OH ☐ KY ☐ TN ☐ VA ☐ NC ☐ SC ☐ GA ☐ FL ☐ AL ☐ MS ☐ LA ☐ TX ☐ OK ☐ NM ☐ AZ ☐ CA ☐ NV ☐ UT ☐ WY ☐ CO ☐ MT ☐ ND ☐ SD ☐ NE ☐ KS ☐ MO ☐ IA ☐ MN ☐ WI ☐ IL ☐ IN ☐ MI ☐ OH ☐ KY ☐ TN ☐ VA ☐ NC ☐ SC ☐ GA ☐ FL ☐ AL ☐ MS ☐ LA ☐ TX ☐ OK ☐ NM ☐ AZ ☐ CA ☐ NV ☐ UT ☐ WY ☐ CO ☐ MT ☐ ND ☐ SD ☐ NE ☐ KS ☐ MO ☐ IA ☐ MN ☐ WI ☐ IL ☐ IN ☐ MI ☐ OH ☐ KY ☐ TN ☐ VA ☐ NC ☐ SC ☐ GA ☐ FL ☐ AL ☐ MS ☐ LA ☐ TX ☐ OK ☐ NM ☐ AZ ☐ CA ☐ NV ☐ UT ☐ WY ☐ CO ☐ MT ☐ ND ☐ SD ☐ NE ☐ KS ☐ MO ☐ IA ☐ MN ☐ WI ☐ IL ☐ IN ☐ MI ☐ OH ☐ KY ☐ TN ☐ VA ☐ NC ☐ SC ☐ GA ☐ FL ☐ AL ☐ MS ☐ LA ☐ TX ☐ OK ☐ NM ☐ AZ ☐ CA ☐ NV ☐ UT ☐ WY ☐ CO ☐ MT ☐ ND ☐ SD ☐ NE ☐ KS ☐ MO ☐ IA ☐ MN ☐ WI ☐ IL ☐ IN ☐ MI ☐ 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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!

For a deeper dive on this critical exhibiting topic, view the [Improving Tradeshow Lead Management for Higher Sales Conversion](https://worldofconcrete.com/Exhibitor/Home/SuccessandROICenter) webinar replay available on the Exhibitor Success & ROI Center web page. Here’s the link: <https://worldofconcrete.com/Exhibitor/Home/SuccessandROICenter>

Also, please note we are providing new exhibitors with an E3 exhibiting effectiveness booth evaluation! The purpose of this program is to 1) reinforce areas of effectiveness, and 2) identify potential areas that can be improved so your company gets more value and results. Between January 17<sup>th</sup> and 20<sup>th</sup>, a highly experienced tradeshow expert will visit your exhibit and observe your exhibit in action. 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.



Lastly, please mark your calendar and attend this special at-show exhibitor educational workshop featuring practical skills for more effectively working the show, interacting with attendees, capturing leads and closing sales.

- **Secrets of “World Class” Booth Staffers:** *Perspectives and Practices to Improve In-Booth Interactions, Get Better Leads and Close More Sales*  
– January 16, 2017 – 3:30 to 5:00 pm Pacific

If you have any questions, please feel free to reach out to your World of Concrete Account Executive.