

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: LEAD MANAGEMENT**

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:

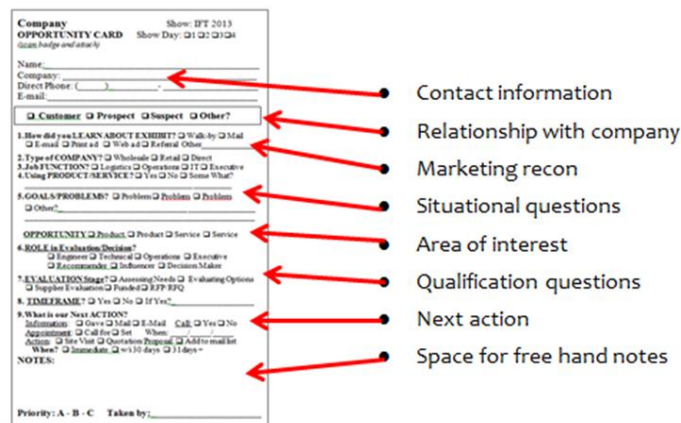
- ✓ Somebody from your company personally interacted with the person
- ✓ Key qualifying questions were asked
- ✓ Answers were captured or documented
- ✓ A next step was **identified** and **agreed** upon by the visitor

#### **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	
Name _____	← Contact information
Company _____	
Direct Floor: ( ) _____	
E-mail: _____	
<input type="checkbox"/> Customer <input type="checkbox"/> Prospect <input type="checkbox"/> Suspect <input type="checkbox"/> Other?	← Relationship with company
1. How did you LEARN ABOUT EXHIBIT? <input type="checkbox"/> Walk-by <input type="checkbox"/> Mail <input type="checkbox"/> E-mail <input type="checkbox"/> Phone ad <input type="checkbox"/> Web ad <input type="checkbox"/> Referral Other _____	← Marketing recon
2. Type of COMPANY? <input type="checkbox"/> Wholesale <input type="checkbox"/> Retail <input type="checkbox"/> Direct	
3. Job FUNCTION? <input type="checkbox"/> Logistics <input type="checkbox"/> Operations <input type="checkbox"/> IT <input type="checkbox"/> Executive	
4. Using PRODUCT SERVICE? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some What?	
5. GOALS/PROBLEMS? <input type="checkbox"/> Problem <input type="checkbox"/> Problem <input type="checkbox"/> Problem <input type="checkbox"/> Other _____	← Situational questions
OPPORTUNITY? <input type="checkbox"/> Product <input type="checkbox"/> Product <input type="checkbox"/> Service <input type="checkbox"/> Service	
6. ROLE in Evaluation/Decision? <input type="checkbox"/> Engineer <input type="checkbox"/> Technical <input type="checkbox"/> Operations <input type="checkbox"/> Executive <input type="checkbox"/> Economist <input type="checkbox"/> Influence <input type="checkbox"/> Decision Maker	← Area of interest
7. EVALUATION Stage? <input type="checkbox"/> Assessing Needs <input type="checkbox"/> Evaluating Options <input type="checkbox"/> Supplier Evaluation <input type="checkbox"/> Purchased <input type="checkbox"/> RFP RFQ	← Qualification questions
8. TIMEFRAME? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> If Yes? _____	
9. What is our Next ACTION? Information <input type="checkbox"/> Give <input type="checkbox"/> Mail <input type="checkbox"/> E-Mail Call <input type="checkbox"/> Yes <input type="checkbox"/> No Appointment <input type="checkbox"/> Call for <input type="checkbox"/> Set Show Action <input type="checkbox"/> Site Visit <input type="checkbox"/> Quotation Request <input type="checkbox"/> Address mail list Where? <input type="checkbox"/> Immediate <input type="checkbox"/> 1-30 days <input type="checkbox"/> 31 days	← Next action
NOTES: _____	← Space for free hand notes
Priority: A - B - C Taken by: _____	

#### **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!

For a deeper dive on this critical exhibiting topic, view the on-demand **Improving Tradeshow Lead Management for Higher Sales Conversion** webinar available on the [Exhibitor Success & ROI Center web page](#).

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 18<sup>th</sup> and 19<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.



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