



Present

From Leads to Sales

How to Improve Tradeshow Lead Quality & Sales Conversion FAST!

Participant Learning Objectives

This web-briefing will...

1. Discuss lead management challenges facing exhibitors today
2. Present 12 specific practices for improving lead quality and sales conversion
3. Answer your questions on lead management

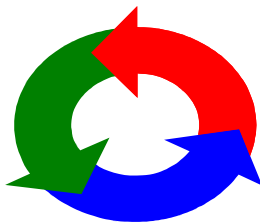
Exhibitor Lead Management Challenges

- Lead generation is one of the _____ reasons many companies exhibit at tradeshows.
- If you are ever going to get a financial return on your exhibiting investment it is _____ in your leads.
 - ___% of sales people view tradeshow leads as cold calls.
 - ___% of tradeshow leads are never effectively followed up.
 - ___% of buyers receive information after they have made a buying decision.
- Poor lead management may be _____ your company hundreds of thousands of dollars in lost revenue and negatively impacting brand perceptions in your marketplace.
- Lead management is a critical strategic element of a successful result driven exhibit program.

#1. Calculate the Real Cost of Poor Lead Management

- Cost Per Lead:
 - Total Show Spend/# Leads
 - \$ _____ / _____ Leads = \$_____ Cost Per Lead
- Lost Revenue Opportunity:
 - Average Sale Amount x # Lead Conversion %
 - \$ _____ x (_____ leads x .___% = _____) = \$ _____ 950,000
- Impact on Brand: *How does not following up impact your company's brand perceptions in the market?*

#2. Focus on the Three Phases of Closed-Loop Lead Management



- _____ the highest quality leads
- Efficiently _____ leads to the right people for fast follow-up
- Provide an easy method for lead recipients to _____ progress and sales conversion

#3. Define What Isn't and What Is a Lead

- **What Isn't a Lead?**
 - Badge swipe
 - Business card in somebody's pocket
 - Contestant
- **What Is a Lead?**
 - Personal I _____
 - Qualifying Q _____ Asked
 - Answers Documented
 - Next Step Identified & _____ To by Visitor

#4. Set Realistic Lead Goals

- **Exhibit Interaction Capacity** is a formula to calculate the number of face-to-face interactions you can execute in your exhibit and set lead goals
- Use **Exhibit Interaction Capacity** Formula to Set Lead Goals
 - # of exhibiting hours 25
 - # of booth staff \underline{x}
 - total staff hours
 - interactions/hr/staffer \underline{x}
 - total target interactions
 - % of visitors to lead $\underline{.25}$
 - **Lead goal**

#5. Ask Sales What Information They Want to Qualify Leads

- To increase sales _____ of lead system get them involved in creation.
- Typical information areas might include:
 - Project/Application/Need
 - Requirements or Specifications
 - Product Interest & Level
 - Buying Role and/or Influence
 - Evaluation and/or Decision Team
 - Budget
 - Timeframe
 - Next Action Step
 - Other?

#6. Create an Effective Lead Capture Device

- **Four Generations of Lead Capture Devices**
 - Collect _____
 - Use a paper lead form
 - Rent the show's lead capture system
 - Buy a universal capture system
- **Considerations in selecting a device**
 - Type of interaction with visitors
 - Efficiency
 - Accuracy
 - Security
 - Cost

#7. Develop Specific Priority Codes

- All leads are not created _____!
- You need a formal grading system to assure accurate and consistent priority coding.

Lead Grade	Time Frame for Purchase	Budget Identified	Buying Role
A+	0 to 3 Months	Yes	Final Say/Specify
A	4 to 6 Months	Yes	Final Say/Specify
B+	7 to 9 Months	Yes	Final Say/Specify Recommend
B	10 to 12 Months	Yes	Recommend
C+	More than 1 Year	Yes	Recommend
C	Unknown	No	No Role

#8. Train Your Booth Staff

- _____ why you are developing the system and what is in it for them.
- Create accountability by setting lead goals.
- Provide _____ asking the right questions and using the device before the show.
- Kick-off your program with _____.

#9. Assign a Lead Captain

- Responsibilities of the Lead Captain
 - Set and communicates lead goal
 - Ensures availability and functionality of the capture device
 - Monitor lead goals versus actual
 - Acknowledges performances & corrects underperformance
 - Lead data entry into CRM or routing system
 - Possibly the point of contact for reporting

#10 . Only Route Qualified Leads

- Sending junk leads to the field is a primary reason for poor lead follow-up.
- Consider a post-show re-qualification process
- Route leads _____
- Include All Relevant Data
- Assign or route leads through your CRM system, a web-based application or email a lead tracking spreadsheet

#11. Build a Culture of Reporting

- How to Create a Culture of Reporting
 - We captured the info you asked for
 - Communicate _____
 - Inform or cc the reps manager
 - Use a contest to kick-off the program
- Hold End of Shift or Day Lead Review Meeting
- Close of Show Report
 - Number of leads captured versus goal
 - Cost Per Lead
 - Number of Leads and % by Priority Code

#12. Improve Lead Reporting Process

- Make it _____ for lead recipients to report
- Provide basic contact information
- Ask for last contact date, next contact date, stage of sales cycle, projected dollar amount and probability of sale
- Set _____ follow-up dates.
- Notify the team of lead progress and results.
- Recognize and _____ lead performers.

The NAFEM Show 2011 Exhibitor ROI Program

- **Exhibitor University ROI Workshop:**
 - Tuesday, August 31, 2010 – Milwaukee, WI
 - Tuesday, September 21, 2010 – San Antonio, TX
- **Live and Re-Playable Exhibitor ROI Webinars:**
 - *State-of-the-Art Marketing:* Integrating the Latest Marketing Media to Get the Right Buyers to Your Booth
 - *From Leads to Sales:* Practices for Improving Lead Quality and Sales Conversion
 - *NEW and Proven Tactics from NAFEM: Working Together to Promote Your Booth and Create an Optimal Onsite Experience*
Thursday, December 9, 2:00 - 2:45 p.m. ET (All Levels)

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Want to Make it BIG in Show Business?

The "Tradeshow Turnaround Artist" Can Help!

"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors truly understand how to make exhibitions payoff," says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



Described as *"a burst of focused and positive, can do energy"*, Davis's innovative, practical and process based approach to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales since 1991. Over 90,000 exhibitors have attended his exhibiting success seminars and workshops. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic and measurable improvement in their exhibiting results in just one show cycle.

Is your company ready for a tradeshow turnaround?

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- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Return on Investment Measurement Consulting

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