

Improving Tradeshow Lead Management for Higher Sales Conversion

Webinar Discussion Points

1. Key insights on lead management.
2. Calculate the real cost of poor lead management.
3. The four phases of closed-loop lead management
4. Defining what is and isn't a lead.
5. Setting realistic lead goals and building staff accountability.
6. Identifying the best information to capture to qualify leads.
7. Overview A'19 lead retrieval system.
8. How to customize your lead capture device or develop an opportunity card.
9. Creating an easy to apply lead grading system.
10. Best practices for following-up.

1. How important are leads to the success of your exhibit program?
Critical Important Somewhat Important Not Important
2. Do you...
 - a. Capture leads? Yes No Unsure
If yes, how? _____
 - b. Know what becomes of your leads? Yes No Unsure

Key Insights on Lead Management

1. If you're not writing orders at the show, the REAL product is leads.
2. _____% of show leads are never followed-up. Source: CEIR
3. _____% of sales people view show leads as cold calls. Source: Fish Software
4. _____% of buyers receive information after they have made a buying decision.
Source: Fish Software
5. Problem starts with perception of lead value and CAPTURE process.
6. Most exhibitors don't know what becomes of show leads.

Why is This Happening?

- Perceived _____ of tradeshow leads.
- Marketing and Sales “disconnect”.
- Lack of exhibit staff _____.
 - _____% of booth staff have never received one single hour of professional training on how to work an exhibit.
- Lack of “clarity” on what a lead really is.
- Lack of a “Closed-Loop” lead management system.

Calculate the Real Cost of Poor Lead Management

1. Cost Per Lead:

- Total Show Investment/# Leads
- \$25,000 / 100 Leads = \$250 per lead



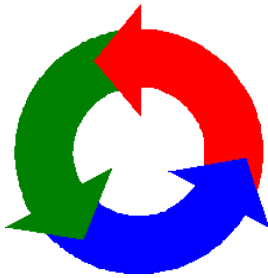
2. Revenue GAIN/LOSS Opportunity:

- Average Sale Amount x (# Leads x Lead Conversion %)
- \$5,000 x (100 leads x .25% = 25) = \$125,000

3. Impact on Brand:

- How does not following up impact your company's brand perception in the market?

Focus on the Four Phases of Closed-Loop Lead Management



1. **Capture** high quality leads.
2. Efficiently **Route** leads to the right people for fast follow-up.
3. Effectively **Follow-Up** to convert leads to purchasing action.
4. Provide an easy method for lead recipients to **Report** progress and sales conversion.

Define What Isn't and What Is a Lead

What Isn't a Lead?

- Business card in a fish bowl or somebody's pocket
- Badge swipe or scan with no engagement or additional information

What Is a Lead?

1. Personal Interaction
2. Qualifying Questions Asked
3. Answers _____
4. Next Step _____ and Agreed To by Visitor

How to Set Realistic Lead Goals

Exhibit Interaction Capacity formula calculates the number of face-to-face interactions you can execute in your exhibit.

Use Exhibit Interaction Capacity formula to set Lead Goals:

	<u>Example</u>	<u>Participant</u>
● # of exhibiting hours	15	15
● # of booth staff*	<u>x 2</u>	x _____
● Total staff hours	30	_____
● Interactions/hr/staffer**	<u>x 3</u>	x _____
● Total target interactions	90	_____
● % of visitors to lead	<u>x.25</u>	x _____
● Lead goal	23	_____

* 50 sq. feet/ staffer

** 3/conservative 4/moderate 5/aggressive

It's About What's Next!

Clarity of and commitment to _____ are critical leverage points to improve lead quality...

➤ *Ask and ye shall receive!*

Determine the Best Information to Capture to Qualify Leads

- * Typical information areas might include:
 - Email Address – may not be in badge!
 - Product Interest & Level of Interest
 - Buying Role and/or _____
 - Evaluation and/or Decision Team
 - Competitors Buying From or Looking At
 - Purchase Timeframe or Season
 - Next Action Step
 - Other?



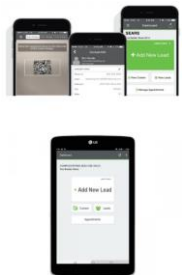
- * Customize your lead capture device to make sure you get this information!

How to Get Your Sales Team and/or Distributors to Support Your Lead Management Process

1. Communicate how you are _____
2. Calculate and share your Cost Per Lead
3. Set three **firm** post-show lead reporting dates
4. Consider contests to build accountability
5. Consider charging for leads to dealers/distributors and independent reps who don't follow-up or report

Four Generations of Lead Capture Devices

1. Collect business cards
2. Use a paper lead form
3. Rent show lead capture system
 - Rent and customize with qualifiers
4. Buy a universal lead capture system
 - Be sure to discuss with show's lead capture company to determine how to capture encrypted data



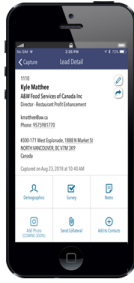
LEAD RETRIEVAL THROUGH *experient*[®]
A Maritz Global Events Company

Lead Retrieval = the easiest and most cost-effective way to build your contact database at an event.

How to order:

- Through your registration portal
- Through your Experient lead portal
 - <https://exhibitor.experientswap.com>
- Click through any lead-related email

LEAD RETRIEVAL CHOICES



SWAP app
 \$499 Fee includes up to 3 activations



Hand-held scanner (RT2000)
 Starts at \$470



Android tablet
 Starts at \$399

experient IS HERE TO SUPPORT YOU!
 A Maritz Global Events Company

Pre-show assistance

- [Michelle Willever](#)
Michelle.Willever@experient-inc.com
 866-266-6802

On-site support

- Brian Lavoie, located in exhibitor services area

How to Customize Your Capture Device and/or Develop an Opportunity Card

Company	Show
OPPORTUNITY CARD	Show Day: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3
<i>(Scan badge and attach)</i>	
Name: _____	
Company: _____	
Direct Phone: (____) _____	
E-mail: _____	
<input type="checkbox"/> Customer <input type="checkbox"/> Prospect <input type="checkbox"/> Suspect <input type="checkbox"/> Other?	
1. How did you LEARN ABOUT EXHIBIT? <input type="checkbox"/> Walk-by <input type="checkbox"/> Mail <input type="checkbox"/> E-mail <input type="checkbox"/> Print ad <input type="checkbox"/> Web ad <input type="checkbox"/> Referral <input type="checkbox"/> Other	
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: _____	
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"/> Recommender <input type="checkbox"/> Influencer <input type="checkbox"/> Decision Maker	
7. EVALUATION Stage? <input type="checkbox"/> Assessing Needs <input type="checkbox"/> Evaluating Options <input type="checkbox"/> Supplier Evaluation <input type="checkbox"/> Pondering <input type="checkbox"/> RFP RFP	
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 <input type="checkbox"/> Call <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Appointment: <input type="checkbox"/> Call for <input type="checkbox"/> Set When: / <input type="checkbox"/> Action: <input type="checkbox"/> Site Visit <input type="checkbox"/> Question Proposed <input type="checkbox"/> Add to mail list When? <input type="checkbox"/> Immediate <input type="checkbox"/> =10 days <input type="checkbox"/> 11 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

Develop an Easy-to-Apply Lead Grading System

Lead Grade	Time Frame for Purchase	Budget Identified	Buying Role	
A+	0 to 3 Months	Yes	Final Say/Specify	1. Determine what information would assign value to a lead
A	4 to 6 Months	Yes	Final Say/Specify	2. Determine number of codes required
B+	7 to 9 Months	Yes	Final Say/Specify Recommend	3. Define what each code means
B	10 to 12 Months	Yes	Recommend	4. Make sure data and lead grading codes are integrated into capture device
C+	More than 1 Year	Yes	Recommend	
C	Unknown	No	No Role	

Assign a Lead Captain

Lead Captain Responsibilities:

1. _____ and communicates lead goal.
2. Ensures availability and functionality of capture devices.
3. _____ lead goals versus actual.
4. Acknowledges performance & corrects non-performance.
5. Ensures data entry into CRM system and routing.
6. Possibly, the point of contact for post-show reporting.

Build a Culture of Lead Reporting

1. Create Culture of Reporting
 - Communicate Cost Per Lead.
 - Inform or cc lead recipient's manager.
 - Use _____ to kick-off the program.
2. Hold End of Shift or Day Lead Review Meeting
3. Close of Show Report
 - Number of leads captured versus goal.
 - Cost Per Lead.
 - Number of Leads and % by Priority Code.
 - Potential revenue value of leads.

Best Practices for Lead Response Management

1. _____ of response – fast information delivery equals higher conversion rate
2. Best days to make follow-up calls: _____ and Thursday
3. Best times to make follow-up calls: Between 4:00 pm and 5:00 pm
4. Average follow-up stops after two attempts.
5. Persistence – by making a few more call attempts, you can increase contact and conversion rate by 70%

Source: Harvard Business Review

Use Follow-Up Techniques to “Wow” and Be There When They’re Ready to Buy

1. Prepare lead follow-up plan by priority BEFORE show.
2. Follow-up FAST or in line with visitor request.
3. Plan for _____ to _____ touches over the next 3 to 6 months.
4. Integrate multiple media:
 - * Email
 - * _____
 - * Telephone
 - * In-person visits
 - * Social media
5. Deliver real value... don't just sell!
 - * Reference Guides
 - * Educational content & materials
 - * Case Studies, testimonial letters and videos
 - * Social media posts and groups
 - * Newsletters
 - * Product samples
 - * Promotional products (refillable)

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

AIA Commitment to Exhibitor Education & Success

- Exhibitor Success Center web page
 - 5 Steps to Exhibitor Success road map:
 - Download and use the proven tradeshow management and measurement tools.
 - Schedule and complete five pre-show planning exercises (at recommended timeframes).
 - Watch the live and on-demand webinars for new ideas, insights and best practices.
 - Read topical exhibiting articles for additional ideas.
 - Ask our team of tradeshow experts for FREE help!



- Bookmark, Share and Access at:
 - <http://conferenceonarchitecture.com/for-exhibitors/new-exhibitor-onboarding>

About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert™**

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.



**Jefferson is available to personally help companies implement the
Tradeshow Turnaround philosophy and practices.
Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com**