Present

How to Improve Trade Show Lead Quality & Sales Conversion

Webinar Discussion Points

1. Key insights on lead management.
2. Defining what is and isn't a lead.
3. Four phases of closed-loop lead management.
4. Setting realistic lead goals.
5. Identifying the best information to capture to qualify leads
6. Creating an easy to apply lead grading system.
7. How to route leads and track lead progress and sales conversion.
8. Best practices for following-up.
9. Building a culture of lead reporting.

1. How important are leads?

   ❑Critical ❑Important ❑Somewhat Important ❑ Not Important

2. Do you…
   a. Set specific lead goals? ❑Yes ❑No ❑Unsure
   b. Capture leads? ❑Yes ❑No ❑Unsure
      If yes, how? ____________________
   c. Know what becomes of your leads? ❑Yes ❑No ❑Unsure

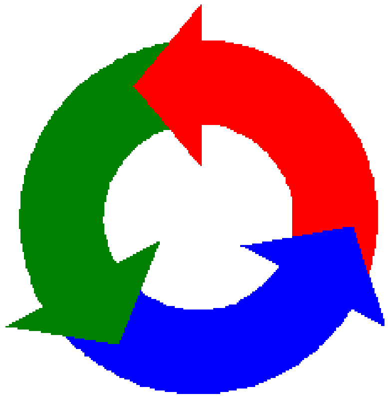
Key Insights on Lead Management

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

Why is This Happening?

- Perceived ___________ of tradeshow leads.
- Marketing and Sales "disconnect".
- Lack of exhibit staff _____________.
  - 86% 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.

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 Is and What Isn't a Lead

What Is a Lead?

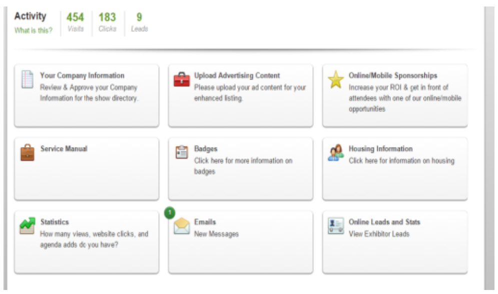
1. Personal Interaction
2. Qualifying Questions Asked
3. Answers ______________________
4. Next Step ___________________ and Agreed To by Visitor

What Isn't a Lead?

- Business card in a fish bowl or somebody's pocket
- Badge swipe or scan

Five Generations of Lead Capture Devices

1. Collect business cards
2. Use a paper lead form
3. Rent show lead capture system, if available
   - ➢ Rent and customize with qualifiers
4. Buy a universal lead capture system
5. Tradeshow match making tools like Map Your Show



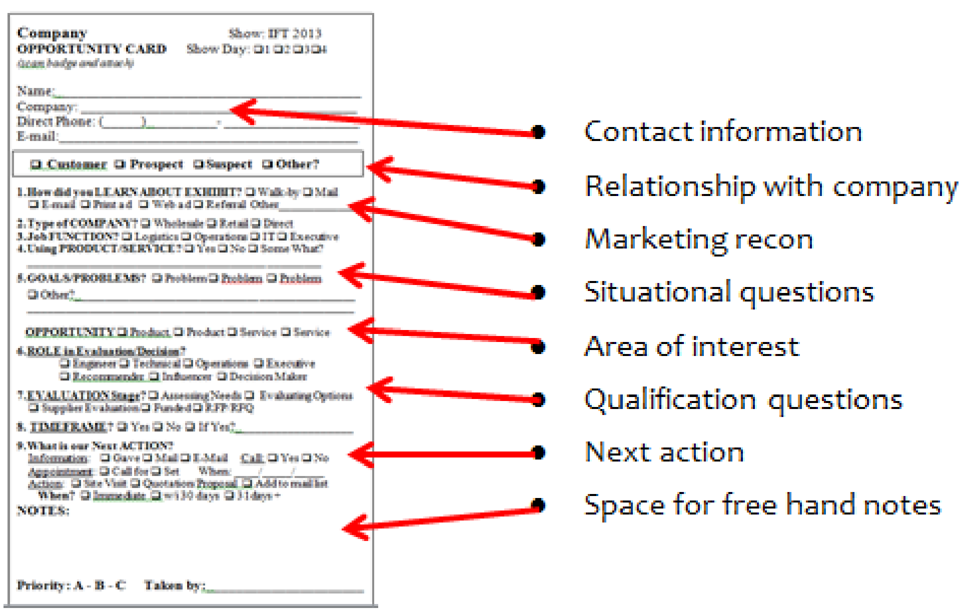
The Virtual Show: www.theabcshow.com

Exhibitor Dashboard: Link

The Exhibitor Dashboard is where you will find your company listing, upload a logo, upload press content, etc. The company listing is viewable in the Virtual Show as well as printed in our show directory (which each attendee will receive at the show). **This information must be approved by you no later than August 17th**. For any changes, please let email your account manager and they will be happy any changes for you.

This is also where you will be able to see your company activity. Meaning you can view your 'Statistics' - how many times your company listing has been viewed, number of times someone selected your website link, number of times you were added to an attendee's agenda and/or agreed to share their contact information.

How to Develop an Opportunity Card



Determine the Best Information to Capture to Qualify Leads

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?

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
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

1. Determine what information would help assign value to a lead
2. Determine the number of codes required
3. Define what each code means
4. Make sure data and lead grading codes are integrated into the capture device

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:

	Example	Participant
• # of exhibiting hours	30	________
• # of booth staff	x 2	x________
• total staff hours	60	________
• interactions/hr/staffer	x 4	x________
• total target interactions	240	________
• % of visitors to lead	x.25	x________
• **Lead goal**	**60**	________

Create a Tool to Track Lead Goals

Daily Lead Goal versus Actual Scorecard

Day	Total Hours	% of Total Hours	AM Shift Goal	AM Shift Actual*	PM Shift Goal	PM Shift Actual*	Total Goal	Total Actual	Variance From Goal
1	8	22%	36		36		72	0	-72
2	8	22%	36		36		72	0	-72
3	8	22%	36		36		72	0	-72
4	8	22%	36		36		72	0	-72
5	5	14%	23		23		45	0	-45
Total	37	100%	167	0	167	0	333	0	-333

* Lead Captain must complete at end of each shift/day.

Tips for Using a CRM System to Track Lead Progress and Sales Conversion

1. Add user-definable fields matching capture device.
2. Source new leads to the show.
3. Add contact history to existing records.
4. Schedule at least ____ pre-set reporting dates.
5. Pre-design email follow-up templates.
6. Pre-design follow-up letters.
7. Use _________________ processes to schedule follow-up actions by priority.
8. Set-up custom lead tracking reports tied to show.

Train Your Staff

1. _____________________ why you are developing the system and what is in it for them.
2. Create accountability by setting lead goals.
3. Provide hands-on role playing with the device before the show.
4. Kick-off your program with _______________.

Assign a Lead Captain

Responsibilities of the Lead Captain:

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 reporting.

Prepare Lead Follow-Up Plan BEFORE the Show

1. Sort leads by ___________________.
2. Determine media.
3. Determine messaging.
4. Determine timeframes.
5. Assign responsibility.
6. Use ______________________ wherever possible.

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 6 to 12 touches over the next 3 to 6 months.
4. Integrate multiple media:
   * Email
   * Mail
   * Telephone
   * In-person visits
   * Social media
5. Deliver real value… don't just sell!
   * Social media posts and groups
   * Newsletters
   * Product samples
   * Promotional products (refillable)
   * Testimonial letters and videos

Best Practices for Following-Up

- Mail
  - Reference their request from the show
  - Oversized postcards
  - Clear call to action
  - Reward for responding
  - Do at least 4 to 6 mailers
- Email
  - ABC Kids Expo: with a problem/benefit focused subject line
  - 75 character subject line
  - Only half of top of body copy should be HTML masthead
  - 120 word body copy
  - Only one hyperlink
  - Avoid sending attachments early in the relationship
- Telephone
  - Ask for best time to call in the booth
  - Try to get cell phone number
  - Be brief, be interesting and be gone
  - Get them talking by asking questions
  - Know your outcome before calling
- Social Media
  - Connect, Follow or Friend them
  - Join groups they are members of
  - Add to or start conversations
  - Use Linked-In in mail
  - Focus on sharing knowledge, not hard selling
  - Provide links to blogs articles and useful videos

Build a Culture of Lead Reporting

1. Create Culture of Reporting
   - Communicate Cost Per Lead.
   - Inform or cc lead recipient's manager.
   - Use contests 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.

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

1. ____

2. ____

3. ____

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- Exhibitor Success & ROI Center:
  - Live and re-playable webinars
  - "How to" exhibiting article series
  - Ask the Tradeshow Expert Email Q&A
  - Other resources
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