

Guide to Effective Trade Show Lead Follow-up

Industry experts say that most trade show leads receive no follow-up. This is because most exhibitors collect leads without a lead follow-up plan in place. If you want to take advantage of the sales opportunities that trade shows offer, you need a plan. We've created this guide to help you develop a trade show lead follow-up strategy.

1. Define the criteria for lead priority – "A", "B", "C" etc.

- Work with your sales department to determine what your sales reps define as a hot prospect.
- Build a simple lead form that allows your booth reps to quickly record this information in the booth.

Budget
Decision
Problem
Timeframe



2. Collect lead qualification information in the booth

- Based on the complexity of your lead form, determine if your company needs a custom software solution, or can use the show system with qualifiers.
- Educate your booth staff, make sure they are familiar with the lead form, and that they know why you are collecting the information.

3. Prioritize the leads using lead scoring and lead rating

- Set up a scoring system and assign each lead a rating based on the answers recorded in the booth
- Determine what action you will take with each group of leads i.e. "A" leads go to sales, B leads get emails and are put into the nurturing system, and "C" get email only.



4. Send Initial Attendee Emails to maintain contact

- Include links to your website, and if possible use pages created for the show to allow for tracking
- Send emails with customized messages based on each leads rating

5. Send "Follow-up Post Cards" to high priority leads to build on booth experience

- Improve the odds your message will avoid the spam filters and "gate keepers" of your prospect's organization.
- Contacting your leads by more than one method can improve the effectiveness of your trade show follow-up efforts.

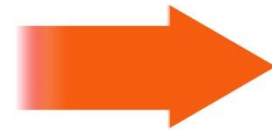


6. Call the high priority leads to schedule sales call

- Leave informative voice mails, gain additional information and make appointments.
- The ultimate lead validation before sending them to sales.

7. Distribute validated high priority leads and current customers to sales

- Deliver the sales ready leads to your sales reps before your competition.
- Contact your current customers immediately after the show.



8. Send leads to marketing programs and report results

- Sales ready and highly rated leads should finally be imported into your CRM system.
- Develop marketing plans for leads that are not sales ready.
- Prepare show summary reports detailing the success of the event.

Over the years, we have found that most companies have a slightly different internal process that needs to be addressed when creating a follow-up plan, however, the basic strategy, outlined above, applies to almost every industry we have encountered. Whether or not you decide to use any or all of the above tactics, it is essential to have a plan in place before you get to the show, and to execute that plan during and after the event.

For more information please email or call: sales@event-techs.com