Present

How to Improve Tradeshow Lead Quality & Sales Conversion to Drive ROI

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 NAFA's 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.

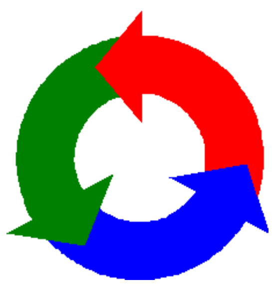
Why is This Happening?

- 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 %)
    - $7,500 x (100 leads x 20% convert = 20) = $150,000
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:

	Example	Participant
# of exhibiting hours	7	7
# of booth staff*	x 2	x_______
Total staff hours	14	________
Interactions/hr/staffer**	x 3	x_______
Total target interactions	42	________
% of visitors to lead	x .25	x_______
Lead goal	**11**	________

* 50 sq. feet/ staffer
** 3/conservative 4/moderate 5/slightly aggressive

It's About What's Next!

Clarity of and commitment to the ________________________ 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:

- Challenges/Problems/Projects/Goals
- Product Interest & Level of Interest
- Buying Role and/or ______________
- Buying Process
- Evaluation and/or Decision Team
- Competitors Buying From or Looking At
- Purchase Timeframe
- Next Action Step
- Other?

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

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

Official Show Lead Retrieval Vendor

BADGEGuys

HOW TO ORDER

Online Order : https://www.badgeguys.com/order.aspx
Fax Order: +1 678.407.3009

Questions:
T: 972.395.1119
E: leads@badgeguys.com

EXPOLEADS mobile

Our Expoleads mobile app enables you to capture, qualify and survey leads directly from your Android or iOS device. Lead data is accessed and or downloaded from our secure online portal. The portal also gives you the ability to create your own qualifiers and surveys which will be downloaded to your device.

With our Expoleads mobile app you can even attach a picture of the prospect or their business card to aid in follow-up. With ExpoLeads Mobile, not only can you capture leads on the trade show floor, you can use the app to capture leads anywhere you encounter attendees, such as at their hotels, social functions, on shuttle buses, etc.

7" Tablet rental with ExpoLeads mobile activation Bundle
The versatile ExpoLeads Mobile app, bundled with our 7" Android tablet.

ExpoTools

The ExpoTool is a portable, battery-powered scanner that will make gathering prospects' information as simple as pressing a button. The Expo Tool stores all the specified prospect's information plus any number of action codes for follow up. You can also add action codes to prospects' records long after they're gone from your booth. The scanned data will be emailed to you upon return of the unit.

ExpoTool Series 700
Full color graphic display for easy viewing of data. Touchscreen for intuitive navigation and data entry. Add preset action codes or full text notes to each scan.

ExpoTool Series 600
Monochrome display with thumb wheel user interface to enter additional preset action codes. Creating notes is not possible with this model.

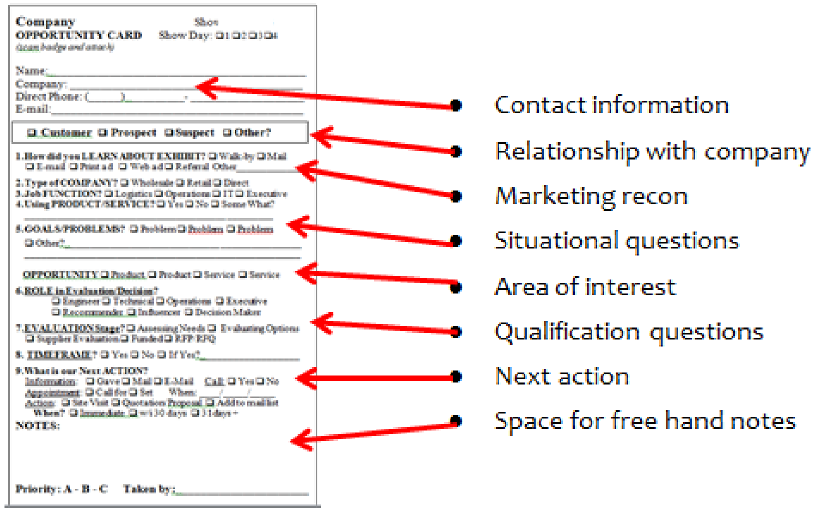
Optional Printer for use with ExpoTool Series 700 or 600
Battery powered printer to print your leads in the booth. Only available when ordering either the ExpoTool Series 700 or Series 600.

Data Embedded In Attendee Badges:

- Attendee Name
- Company
- Mailing Address
- Phone Number
- Email Address

	ExpoLeads mobile activation on your device	Per activation. Each device will need it's own activation.				
		Discount	**Regular**	**Onsite**	**Quantity**	**Total Fee**
		$255	$265	$280	______	______
	**7" Tablet rental with ExpoLeads mobile activation Bundle**	**Discount**	**Regular**	**Onsite**	**Quantity**	**Total Fee**
		$420	$455	$510	______	______
		ExpoTool Scanners and Printer				
	**ExpoTool Series 700**	**Discount**	**Regular**	**Onsite**	**Quantity**	**Total Fee**
		$395	$430	$485	______	______
	**ExpoTool Series 600**	**Discount**	**Regular**	**Onsite**	**Quantity**	**Total Fee**
		$295	$330	$385	______	______
	**Optional Printer for use with ExpoTool**	**Discount**	**Regular**	**Onsite**	**Quantity**	**Total Fee**
		$120	$150	$180	______	______
		Optional ExpoTool / 7" Tablet Bundle Items				
	Custom Action Codes	This option allows you to make changes to the standard action codes listed on the next page. The standard action codes will be included in every ExpoTool.				
		Discount	**Regular**	**Onsite**	**Quantity**	**Total Fee**
		$50	$70	$90	______	______
	Equipment Delivery / Pick-up	Our staff will deliver the ExpoTool or Tablet to your booth. All deliveries will be made within 2 hours prior to the opening of the event. ***The lead retrieval desk will be located next to exhibitor registration.***				
		Pre-event Delivery	**Post-event Pickup**			**Total Fee**
		$75	$50			______

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



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

Assign a 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.
   - Number of Leads and % by Priority Code.
   - Cost Per Lead.
   - Potential revenue value of leads.

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

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

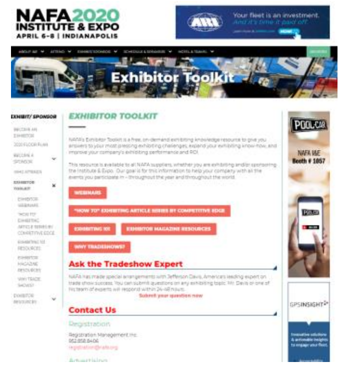
Use Follow-Up Techniques to "Wow" and Be There When They're Ready to Buy

1. Prepare lead follow-up plan by priority BEFORE show.
2. Follow-up FAST or in line with visitor request.
3. Personalize your follow-up to each visitor's interests/needs.
4. Plan for _____ to _____ touches over the next 3 to 6 months.
5. Integrate multiple media:
   * Email
   * _______________
   * Telephone
   * In-person visits
   * Social media
6. 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. ____

NAFA Commitment to Exhibitor Value, Knowledge & Success



- Exhibitor Toolkit:
  - Live and Re-playable Webinars
  - How-to Exhibiting Article Series
  - Exhibiting 101
  - Exhibitor Magazine Resources
  - Ask the Tradeshow Expert Email Q&A
- Bookmark, Share with your team and Access at:
  - **https://nafainstitute.org/Exhibitors/Exhibitor-Toolkit.aspx**

About Your Expert Presenter

Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert tm

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

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from *"expensive appearances"* to *"productive, profitable investments."*

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