Present

From Leads to Sales

How to Improve Tradeshow Lead Quality & Sales Conversion

Webinar Discussion Points

1. Key insights on tradeshow lead management.
2. What is and isn't a lead.
3. Four phases of closed-loop lead management.
4. Setting realistic lead goals.
5. Best information to capture to qualify leads and an easy to apply lead grading system.
6. How to route leads and track lead progress and sales conversion.
7. Building a culture of lead reporting.
8. How to get your sales team and/or distributors to support your lead management process.
9. Best practices for lead follow-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
   c. Set specific lead goals? ❑Yes ❑No ❑Unsure

Key Insights on Lead Management

1. If you're not signing orders at the show, the ______________ 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 lead 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/stand 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 / 75 Leads = $333 per lead

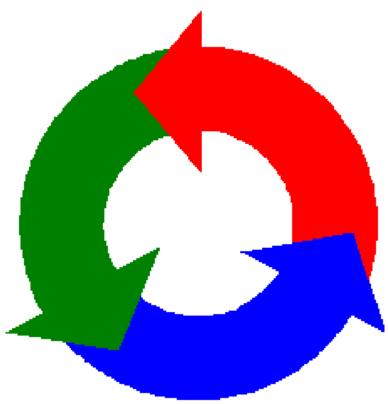
2. Revenue GAIN/Loss:

- Average Sale Amount x (# Leads x Lead Conversion %)
- $20,000 x (75 leads x .25% = 19 sales) = $380,000

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 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 with no engagement or additional information

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	21	21
# of Booth/Stand Staff	x 3	x________
Total Staff Hours	63	________
Interactions/Hr/Staffer	x 4	x________
Total Target Interactions	252	________
% of Visitors to Lead	x.25	x________
Lead Goal	**63**	________

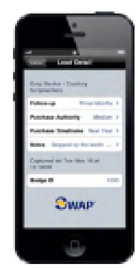
Determine the Best Information to Capture to Qualify Leads

* **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?

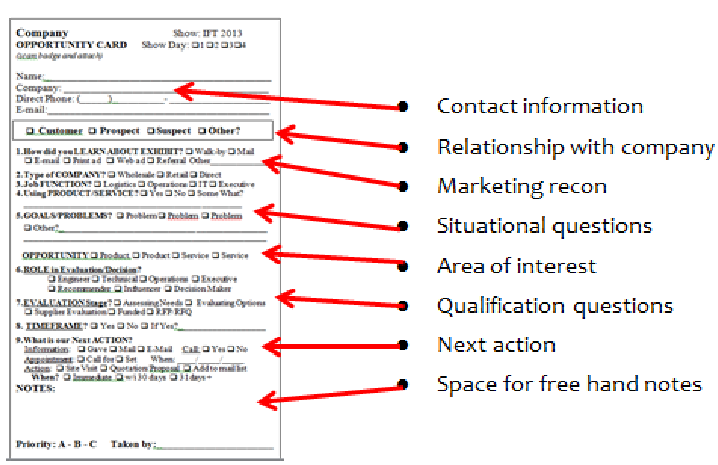
* Customize your lead capture device to make sure you get this information!

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

How to Develop an Opportunity Card



Create & Use a Tool to Track Lead Goals

Daily Lead Goal versus Actual Scorecard

Day	Total Hours	% of Total Hours	AM Shift		PM Shift		Total		Variance From Goal
			Goal	Actual*	Goal	Actual*	Goal	Actual	
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.

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

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 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.

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 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. Plan for _____ to _____ 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
    * White/technical papers
    * Case studies
    * _________________
    * Product samples
    * Promotional products (refillable)
    * Testimonial letters and videos

Best Practices for Following-Up

- Mail
    - Reference their request from the show
    - Clear call to action
    - Reward for responding
    - Do spaced mailers

Best Practices for Following-Up

- Email
  - SPE Event: Information You Requested
  - 75 character subject line, 120 word body copy
  - Only half of top of body copy should be HTML masthead
  - Only one _______________
- Telephone
  - In the booth/stand, ask for best time to call
  - Try to get cell phone number
  - Be brief, be interesting and be gone
  - Get them talking by asking questions
  - Know your ______________ 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 ___________________, not hard selling
  - Provide links to blogs, articles and useful videos

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

1. ____

2. ____

3. ____

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