



Sales Team Conference Performance Evaluation

In Education, conferences are a unique way to meet with hundreds of decision makers all at the same time, identify new leads, cultivate current and new relationships, and ultimately bring in new revenue. With conferences requiring a substantial investment by your company, you must determine if your sales team is bringing you a return on your investment at each event.

To help you measure your sales team's conference performance, The Renaissance Network has developed this Sales Team Conference Performance Score Guide to determine your potential for a ROI. Your Performance Based Scores and Conference Metrics will reveal if you were able to see a return on your conference attendance investment.

1. Answer these questions surrounding company conference goals *prior* to the conference:

<u>Pre-Conference Goals</u>	<u>Answers</u>
1. How much did your conference cost you in attendance?	
2. How many meetings did you want to have at this conference?	
3. How many leads did you want to uncover at this conference?	
4. How much revenue do you wish to generate from this conference attendance?	

2. Answer these Sales Team Performance Based Questions during the conference (Score 3 points for Always, 2 points for Sometimes, and 1 Point for Never):

<u>Sales Person Performance-Based Questions:</u>	<u>Points</u>
1. Did the sales person make your booth look inviting (well organized, tidy, and manned at all times)?	
2. Did the sales person introduce himself or herself to audience, shake hands, and make eye contact?	
3. Did the sales person match his or her speech style, level of assertion, and demeanor to their audience?	
4. Did the sales person ask his or her audience about their specific role as an Educator?	
5. Did the sales person determine the identity of the decision-maker, including who the decision-makers was if not in the audience?	
6. Did the sales person ask questions to uncover the Educator's challenges and pain-point?	
7. Did the sales person listen to his or her audiences' responses to questions and ask appropriate follow up questions?	
8. Did the sales person sell your products/services based on the pain point rather than on the features and functions of the products?	



9. Did the sales person articulate the value of the product/service in comparison to the market?	
10. Did the sales person exhibit knowledge of the education market and how the knowledge applies to both the decision-maker's pain-point and the product/service as a solution?	
11. Did the sales person exhibit knowledge of funding opportunities specific to each particular audience and in various locations?	
12. Did the sales person keep track of warm leads (via scanning, business cards, sign in sheets, and note taking)?	
Total Score out of 36:	

34-36: Successful Conference Performance

30-33: Additional Conference Training Necessary

26-29: Determine Weaknesses within Sales Team, Offer Additional Training

25 or Fewer: Serious Weaknesses within Your Sales Team's Conference Performance; determine if your sales team needs additional talent or if team members need to be replaced.

3. Evaluate your actual conference performance **post-conference** by answering these questions:

Post Conference Results	Answers
1. How many meetings actually occurred?	
2. How many leads were actually created?	
3. How long did it take for your team to follow up on the leads?	
4. How many of those leads did you convert to revenue over the course of a typical sales cycle?	

Based on your responses, think about the following:

- Do you feel like your sales team adequately performed at the conference? If no, how can its performance be improved?
- Do you feel like your sales team's performance brought you an ROI in attending the conference? If no, what changes are necessary to ensure an ROI?
- Do you need additional sales talent to bolster your conference performance? If yes, how will you uncover appropriate candidates?

The Renaissance Network, Inc. is an award-winning search firm, specialized in uncovering and hunting over-achieving sales and leadership talent in the Education and Technology markets. We strategize with our clients on their sales, marketing, and leadership teams' organization and effectiveness, including conference performances, and we help our clients make the necessary adjustments within their sales teams to improve performance by hunting and closing top industry talent. Please contact us if your sales team has underperformed this conference season, and we will be happy to help you make the necessary adjustments and hire the best talent to bring you a return on your conference investments.

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