



*Present*

# State-of-the-Art Tradeshow Lead Management

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## How to Improve Lead Quality & Sales Conversion

### **Webinar Discussion Points**

1. Key insights on 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.

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. For most exhibitors, the \_\_\_\_\_ product of a tradeshow is leads.
2. \_\_\_\_% of 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 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 \_\_\_\_\_.
- \_\_\_\_% 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.

### **Define What Is and What Isn't a Lead**

#### **What Is a Lead?**

1. Personal \_\_\_\_\_
2. Qualifying Questions Asked
3. Answers \_\_\_\_\_
4. Next Step \_\_\_\_\_ and Agreed To by Visitor

#### **What Isn't a Lead?**

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

### **Calculate the Real Cost of Poor Lead Management**

#### **1. Cost Per Lead:**

- Total Show Spend/# Leads
- $\$75,000 / 150 \text{ Leads} = \$500 \text{ per lead}$

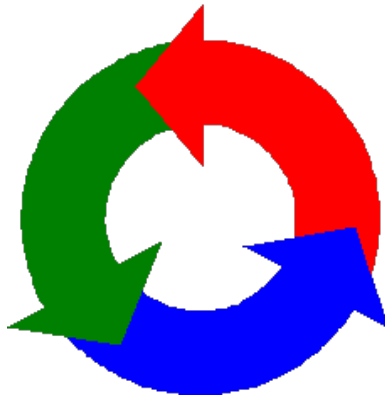
#### **2. Revenue Opportunity:**

- Average Sale Amount x (# Leads x Lead Conversion %)
- $\$25,000 \times (150 \text{ leads} \times .25\% = 38) = \$950,000$

#### **3. Impact on Brand:**

- How does not following up impact your company's brand perceptions in the market?

## 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

## Set Realistic Lead Goals

1. **Exhibit Interaction Capacity** formula calculates the number of face-to-face interactions you r staff can execute in your exhibit.
2. Use Exhibit Interaction Capacity formula to Set Lead Goals:

	<u>Example</u>	<u>Participant</u>
● # of exhibiting hours	16	_____
● # of booth staff	<u>x 3</u>	x_____
● total staff hours	48	_____
● interactions/hr/staffer	<u>x 4</u>	x_____
● total target interactions	192	_____
● % of visitors to lead	<u>x.25</u>	x_____
● <b>Lead goal</b>	<b>48</b>	_____

## **Determine the Best Information to Capture to Qualify Leads**

### **Typical information areas might include:**

- Email Address
- Specific Project/Application/Need
- Requirements or Specifications
- Product Interest & Level of Interest
- Buying Role and/or Influence
- Evaluation and/or Decision Team
- Competitors
- Budget
- Timeframe
- Specific Next Action Step
- Other?



## **Five Generations of Lead Capture Devices**

1. Collect business cards
2. Use a paper lead form
3. Rent the show lead capture system
  - Rent and customize
4. Universal lead capture system
5. Smartphone/tablet technology



## **Scanning Options Available**



### **Synergy Touch Our Best Option!**

Handheld scanner with a color touch screen display. Quickly touch to add sales qualifiers, type notes with the on-screen keyboard. Includes **Live Access**, real-time leads for fast follow up. Battery lasts entire event. **Add Survey Questions, order in Step 2.**



### **Bluetooth Printer Option**

Add lead printing with the Touch wireless printer.



### **Synergy PDA Mobile**

Handheld PDA style scanner with a color display. Quickly add qualifiers with the stylus. Type notes using the keyboard. Leads are available for download shortly after show close. Battery lasts entire event.



### **Synergy All-In-One**

Desktop style, scan with the tethered scanner, scan sales qualifiers. Prints and saves every lead. Download your leads shortly after the event. This unit requires electricity.



### **Synergy Code Reader**

Remote sized scanner with simple one button scanning and scan sales qualifiers. Includes **Live Access**, real-time leads for faster follow up. Battery lasts entire event.



### **Synergy Code Reader Plus**

Remote sized scanner, one button scanning, displays your scanned lead. Scan sales qualifiers, tracks time & date of scan. Includes **Live Access** real-time leads for faster follow up. Battery lasts entire event.

## **Develop an Easy to Apply Lead Grading System**

<b>Lead Grade</b>	<b>Time Frame for Purchase</b>	<b>Budget Identified</b>	<b>Buying Role</b>
<b>A+</b>	<b>0 to 3 Months</b>	<b>Yes</b>	<b>Final Say/Specify</b>
<b>A</b>	<b>4 to 6 Months</b>	<b>Yes</b>	<b>Final Say/Specify</b>
<b>B+</b>	<b>7 to 9 Months</b>	<b>Yes</b>	<b>Final Say/Specify Recommend</b>
<b>B</b>	<b>10 to 12 Months</b>	<b>Yes</b>	<b>Recommend</b>
<b>C+</b>	<b>More than 1 Year</b>	<b>Yes</b>	<b>Recommend</b>
<b>C</b>	<b>Unknown</b>	<b>No</b>	<b>No Role</b>

## **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. Sets and \_\_\_\_\_ 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.

### **Only Route Qualified Leads**

1. Sending \_\_\_\_\_ leads to the field is a key reason for poor lead follow-up.
2. Consider a post-show (re)qualification process.
3. Route leads \_\_\_\_\_!
4. Include All Relevant Data.
5. Assign or route leads through your CRM system, a web-based application or email a lead tracking spreadsheet.

### **Build a Culture of Lead Reporting**

1. Create Culture of Reporting
  - Communicate Cost Per Lead.
  - Inform or cc the reps 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

### **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.

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

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

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **TML Commitment to Exhibitor Education & Success**

- Exhibitor Education Center:
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