



## Define Your Outcomes

### *Critical Success Factor 1*

Clarity is power! Half of success is simply being crystal clear about what you want to accomplish. The other half is creating workable action plans and executing to achieve your goals. We recommend that you get together with your marketing and sales management team and work through the three-step process outlined below.

**What are your top three reasons for exhibiting?**

*(Examples: build market visibility /awareness, maintain visibility/presence, introduce new product/service, sales leads, new customers, cross/upsell existing customers, market research, branding, recruiting, media exposure, customer/prospect meetings, find reps/dealers/distributors, other?)*

<b>1</b>	
<b>2</b>	
<b>3</b>	

**Convert each reason to a S.M.A.R.T. goal**

*(Specific, Measurable, Actionable, Realistic, Time bound) (Examples: 1. By closing time, we will capture at least 25 qualified leads, 2. During the show we will meet with our top 10 customers, 3. Within six months of closing, we will have opened five new accounts.)*

<b>1</b>	
<b>2</b>	
<b>3</b>	

**For each goal, create a Written Action Plan**

Each plan will detail the specific steps you must take to achieve the goal, who is responsible for accomplishing the goal, and how you will measure the results.

*(cont. page 2)*



SMART Goal	Responsibility	Actions	Measurement
<p><i>Example:</i> By closing, capture 25 qualified leads</p>	<p>John Smith</p>	<ol style="list-style-type: none"> <li>1. Determine qualifying questions.</li> <li>2. Rent and customize the show lead retrieval system or create a hand-held lead form.</li> <li>3. Train exhibit staff on using the lead form and how to ask qualifying questions.</li> </ol>	<p># of leads with # of qualifying questions answered</p>
<p>1</p>			
<p>2</p>			
<p>3</p>			



For more information on this topic, visit the ShowPro Exhibitor Success and ROI Center web page at [modexshow.com/showpro](http://modexshow.com/showpro). Suggested materials include:

- Tradeshow Planning & Management Tool
- Exhibit Budgeting & Cost Control Tool
- Exhibiting & Financial Performance Metrics Tool
- Exhibiting Cost Control: How to Save Money and Stretch Your Exhibiting Dollar
- Managing Logistics & Operations: How to Avoid Headaches and Hassles
- Two Important Outcomes Your Exhibit Should Deliver
- Improving Exhibiting Effectiveness

If you have questions, feel free to reach out to Greg Baer at [gbaer@mhi.org](mailto:gbaer@mhi.org).