



Lead Management Critical Success Factor 4

If you're not writing orders or signing contracts at the show, and you expect to achieve a return on your exhibiting investment, it's critically important to understand that leads are the real product of the show.

At the top level, a lead can be defined as *“anybody you interact with in the exhibit and around the event that requires follow-up on your part, and that follow-up delivers value for your company”*.

The key to generating QUALITY leads is to make sure that each lead includes four critical factors:

- ✓ Somebody from your company personally interacted with the person
- ✓ Key qualifying questions were asked
- ✓ Answers were captured or documented
- ✓ A next step was **identified** and **agreed** upon by the visitor

Get together with your sales team and ask, “What information should we capture to help us better qualify and value the lead?”

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?

Organize this information into the natural flow of conversation and create a lead qualification and capture device. Whether you use a paper form, or you rent and customize the show lead retrieval system, this will make a big difference in the quality of information you capture.



Company _____ Show: IFT 2013
OPPORTUNITY CARD Show Day: 1 2 3
(Scan badge and attach)
 Name: _____
 Company: _____
 Direct Phone: () _____
 E-mail: _____
 Customer Prospect Suspect Other?
 1. How did you LEARN ABOUT EXHIBIT? Walk-by Mail E-mail Print ad Web ad Referral Other _____
 2. Type of COMPANY? Wholesale Retail Direct
 3. Job FUNCTION? Logistics Operations IT Executive
 4. Using PRODUCT/SERVICE? Yes No Some What?
 5. GOALS-PROBLEMS? Problem Problem Problem
 Other? _____
 OPPORTUNITY Product Product Service Service
 6. ROLE in Evaluation/Decision?
 Engineer Technical Operations Executive
 Recommender Influencer Decision-Maker
 7. EVALUATION Stage? Assessing Needs Evaluating Options
 Supplier Evaluation Pended RFP/RFQ
 8. TIMEFRAME? Yes No If Yes? _____
 9. What is our Next ACTION?
 Information: Give Mail E-Mail Call Yes No
 Appointment: Call for Set _____ When? _____
 Action: Site Visit Quotation Proposal Add to mail list
 Where? Immediate +10 days 30 days
 NOTES:

 Priority: A - B - C Taken by: _____

• Contact information
 • Relationship with company
 • Marketing recon
 • Situational questions
 • Area of interest
 • Qualification questions
 • Next action
 • Space for free hand notes

Sample paper lead form



Train your booth staff on asking the questions in the proper sequence, and using the capture device, before you get to the booth.

To get visitors to commit to the next step, **avoid assuming that they have interest.** Be sure to ask the visitor

- What their level of interest in your products is?
- What they think the your next step should be?

Be ready to physically give them, or email them, follow-up information on the spot.

Research has proven speed of response dramatically increases lead conversion rate.

Develop your lead follow-up plan before coming to the show, so you can follow-up quickly.

And finally, **do not give up too quickly on leads.** Your philosophy should be “any lead worth taking is worth following up on”, and that you’re going to stay in touch with each lead for as long as it takes. Be there when the buyer is ready to buy, not just when you’re ready to sell!

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

- **Power Factor 3: Managing Leads and Measuring Exhibiting Results: How to Improve Lead Quality, Sales Conversion and Measure Performance and ROI**
- Closed-Loope Lead Management - How to Capture Higher Quality Leads and Convert More to Sales
- Improving Lead Quality by Asking the Right Questions and Capturing More Information

If you have questions, feel free to reach out to Greg Baer at gbaer@mhi.org.