Present

Improving Tradeshow Lead Management for Higher Sales Conversion

Webinar Discussion Points

1. Key insights on lead management.
2. Calculate the real cost of poor lead management.
3. The four phases of closed-loop lead management
4. Defining what is and isn't a lead.
5. Setting realistic lead goals and building staff accountability.
6. Identifying the best information to capture to qualify leads.
7. Overview IPSP lead retrieval system.
8. How to customize your lead capture device or develop an opportunity card.
9. Creating an easy to apply lead grading system.
10. How to route leads and track lead progress and sales conversion.
11. Best practices for following-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

Key Insights on Lead Management

1. If you're not writing orders at the show, the REAL product is leads.
2. _____% of show leads are never followed-up. Source: CEIR
3. _____% of sales people view show leads as cold calls. Source: Fish Software
4. _____% of buyers receive information after they have made a buying decision. Source: Fish Software
5. The problem starts with perception of lead value and the CAPTURE process.
6. Most exhibitors don't know what becomes of show leads.

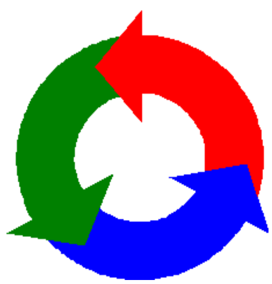
Why is This Happening?

- Perceived ___________ of tradeshow leads.
- Marketing and Sales "disconnect".
- Lack of exhibit staff _____________.
  - _____% of booth 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 / 100 Leads = $250 per lead
2. Revenue Gain/Loss Opportunity:
   - Average Sale Amount x (# Leads x Lead Conversion %)
   - $5,000 x (100 leads x .25% = 25) = $125,000
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 Isn't and What Is a Lead

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

What Is a Lead?

1. Personal Interaction
2. Qualifying Questions Asked
3. Answers ______________________
4. Next Step ___________________ and Agreed To by Visitor

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	17	17
# of booth staff*	x 2	x_______
Total staff hours	34	________
Interactions/hr/staffer**	x 3	x_______
Total target interactions	102	________
% of visitors to lead	x.25	x_______
Lead goal	**26**	________

* 50 sq. feet/ staffer
** 3/conservative 4/moderate 5/aggressive

It's About What's Next!

Clarity of and commitment to ___________________________ are critical leverage points to improve lead quality…

➢ *Ask and ye shall receive!*

Determine the Best Information to Capture to Qualify Leads

* **Typical information areas might include:**

- Email Address – may not be in badge
- Product Interest & Level of Interest
- Buying Role and/or _______________
- 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!

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** post-show 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

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

at event

Official Show Lead Retrieval Vendor

CompuSystems

For Assistance:

Inside the U.S. (Toll-free): 866.600.5323

Outside the U.S.: +1 708.786.5565

Order online: https://goo.gl/J5ZKxR

The smart way to collect leads

App works with all iPhone, iPad and Android devices with this year's and the previous year's operating system.

CompuLEAD App

Download the app and activate it via a unique activation code on your own smart device

- Transfer activations between your staff's devices
- Custom qualifiers and survey questions
- Edit lead information and add notes
- Scan badges on and off the show floor even when cellular/Wi-Fi connection is lost
- Send your own marketing materials to your leads from the app
- Get personal in-booth training *Additional charges apply*
- Wireless printer *Additional charges apply*

CompuLEAD Tablet *Wireless Printer*

CompuLEAD Tablet

A rental LG tablet equipped with the CompuLEAD app

- Custom qualifiers and survey questions
- Edit lead information and add notes
- Scan badges on and off the show floor even when celluar/Wi-Fi connection is lost
- In-booth delivery, setup and training *Additional charges apply*
- Wireless printer *Additional charges apply*

atEvent—Sync your leads to Marketing Automation and CRM systems

The atEvent event lead capture solution gives you the tools and insights you need to maximize sales conversions from events.

- Get event leads transferred into your Marketing Automation and CRM systems automatically
- Drive prospect nurturing and near real-time follow-up of sales-ready leads
- NO MORE SPREADSHEETS
- Add Scan badges and business cards
- Capture topics of interests and qualified follow up actions

International Pool Spa Patio Expo 2018 • October 31 - November 2, 2018 • Mandalay Bay, Bayside Halls D-F • Las Vegas, NV

Packages	EARLYBIRD thru 8/31/18	Advanced thru 9/17/18	Standard	QTY	TOTAL
CompuLEAD App *3 User Activations* (115) • Custom qualifiers and surveys • 15 pieces of literature (15 PDFs, up to 5 MB each) • 5 links to videos	$585	$620	$670	____	$________
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A-la-Carte					
CompuLEAD App *3 User Activations* (173A)	$465	$505	$555	____	$________
+ Additional User Activations (173B)	$130	$130	$130	____	$________
CompuLEAD Tablet (174A)	$465	$505	$555	____	$________
Add-ons					
Wireless Printer *For App* (287A) – Only pairs to 1 device/app at a time	+$115	+$130	$150	____	$________
Wireless Printer *For Tablet* (187A) – Only pairs to 1 device/app at a time	+$115	+$130	$150	____	$________
Setup and In-Booth Training *For App* (108)	+$105	+$120	$140	☐	$________
Delivery, Setup and In-Booth Training *For Tablet* (08)	+$105	+$120	$140	☐	$________

Payment

Contact Name/Title ____________ Company Name ____________ Booth # (Required) ____________

Address ____________

City ____________ State ____________ Zip Code ____________ Country ____________

Phone ____________ Onsite Cell ____________ Fax ____________

Email ____________ Alternate Email (to receive leads post-show) ____________

Credit card deposit required for all rentals. Order will appear as LEAD RETRIEVAL on credit card statement.
By signing this order form, I declare that I have fully read, understand and agree to abide by the Terms and Conditions listed below.

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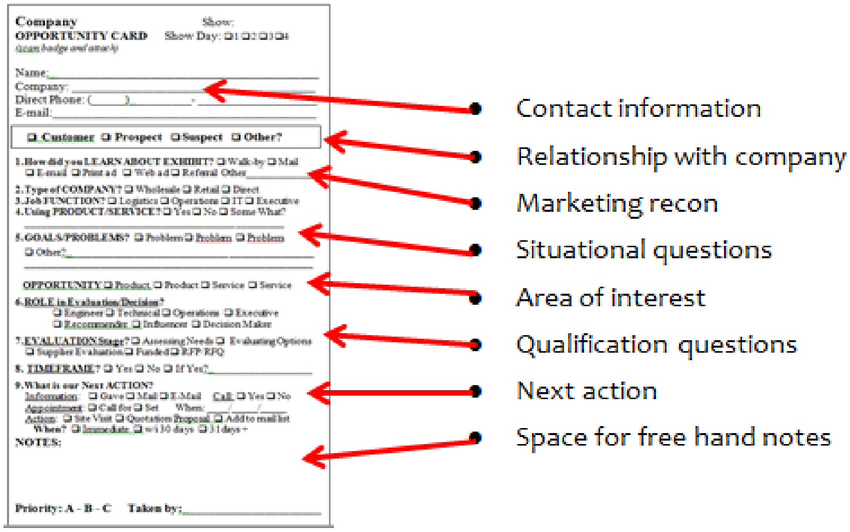
How to Customize Your Capture Device and/or Develop an Opportunity Card



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.

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
   * _______________
   * Telephone
   * In-person visits
   * Social media
5. Deliver real value… don't just sell!
   * Reference Guides
   * Educational content & materials
   * Social media posts and groups
   * _________________
   * Product samples
   * Promotional products (refillable)
   * Case Studies, testimonial letters and videos

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

1. ____
2. ____
3. ____

IPSP Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI Center:
  - Live and re-playable webinars
  - "How to" exhibiting article series and useful white papers
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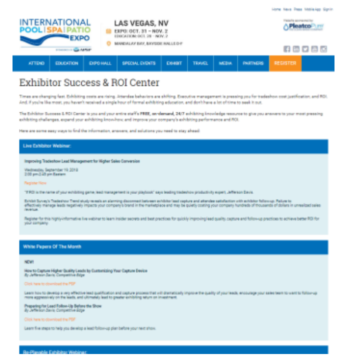

About the Expert Presenter

Jefferson Davis, President, Competitive Edge
The Tradeshow Turnaround Artist[tm]

Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to ***inspire***, ***lead*** and ***direct*** businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and by getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from *"expensive appearances"* to *"productive, profitable investments."*

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over $750,000,000 in combined results. No other tradeshow consulting or training firm can speak to results like this.

Jefferson is available on a very limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices. Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com