



Present

Improving Lead Quality and Sales Conversion to Drive Return on Investment

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 the exhibition's 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. Best practices for following-up.

1. How important are leads to the success of your exhibiting 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 exhibition, the REAL product is leads.
2. _____% of exhibition leads are never followed-up. Source: CEIR
3. _____% of sales people view exhibition leads as cold calls. Source: Fish Software
4. _____% of buyers receive information after they made a buying decision.
Source: Fish Software
5. Problem starts with perception of lead value and CAPTURE process.
6. Most exhibitors don't know what becomes of exhibition leads.

Why is This Happening?

- Perceived _____ of tradeshow leads.
- Marketing and Sales “disconnect”.
- Lack of team member _____.
 - _____% of team members have never received professional training on how to work a stand!
- 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 Exhibition Investment/# Leads
- \$25,000 / 100 Leads = \$250 per lead



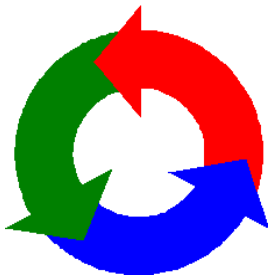
2. Revenue GAIN/LOSS Opportunity:

- Average Sale Amount x (# Leads x Lead Conversion %)
- \$7,500 x (100 leads x 20% convert = 20) = \$150,000

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

Stand Interaction Capacity formula calculates the number of face-to-face interactions you can execute in your stand.

Use Stand Interaction Capacity formula to set Lead Goals:

	<u>Example</u>	<u>Participant</u>
● # of Exhibition Hours	31	31
➤ Arab Health 31, Medlab 33, FIME 20		
● # of Team Members on Duty*	<u>x 2</u>	x _____
● Total Team Hours	62	_____
● Interactions Per Hour/Member**	<u>x 3</u>	x _____
● Total Target Interactions	186	_____
● % of Visitors Convert to Lead	<u>x.25</u>	x _____
● Lead Goal	47	_____

* 4.5 sq. meters (50 sq. feet) per team member

** 3/conservative 4/moderate 5/vigorous

It's About What's Next!

Clarity of and commitment to the _____ are critical leverage points to improve lead quality...

➤ *Ask and you shall receive!*

Determine the Best Information to Capture to Qualify Leads

- * Typical information areas might include:
 - Problems/Projects/Goals
 - Product Interest & Level of Interest
 - Buying Role and/or _____
 - Buying Process
 - Evaluation and/or Decision Team
 - Competitors Buying From or Looking At
 - Purchase Timeframe
 - Next Action Step
 - Other?

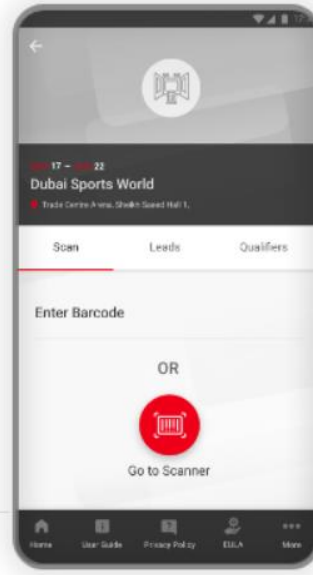
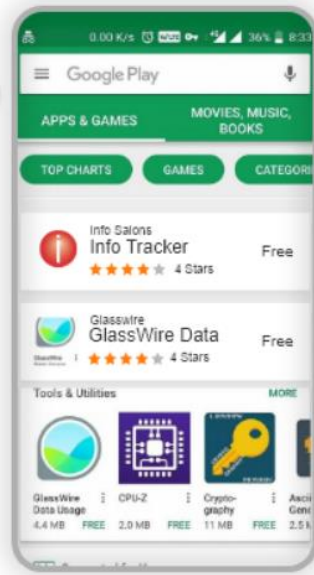


- * Customize your lead capture device to make sure you get this information!

1

Pre-Show

- Download app from the App Store or Google Play store
- Enter an activation key to access the show



2

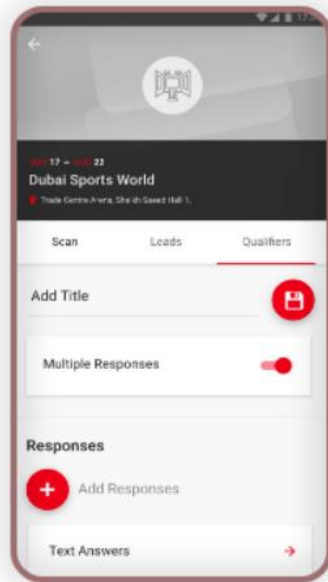
Customise qualifiers

- Create customised qualifiers within your account
- Download onto team's devices
- Or edit qualifiers within the app

3

Capture leads

- Scan barcode
- Or enter barcode number
- Or tap NFC if available
- Add qualifiers and notes



4

Access your leads

- Login to uae.infotracker.app
- Available in real time if devices have an internet connection at event
- Export as CSV or Excel file



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

Company _____ Show Day: 1 2 3 4
(can 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 Funded RFP/RFQ

8. TIMEFRAME? Yes No If Yes: _____

9. What is our Next ACTION?
 Information: Gave Mail E-Mail Call Yes No
 Appointment: Call for Set _____ When: _____
 Action: Site Visit Question Proposal Add to mail list
 When? Immediate w/130 days 31 days +

NOTES: _____

Priority: A - B - C Taken by: _____

- Contact information
- Relationship with company
- Marketing intelligence
- Situational questions
- Areas of interest
- Qualification questions
- Next action/timeframe
- Space for freehand notes

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	<ol style="list-style-type: none"> Determine what information would assign value to a lead Determine number of codes required Define what each code means Make sure data and lead grading codes are integrated into capture device
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	

Assign a Lead Captain

Responsibilities:

- _____ and communicates lead goal.
- Ensures availability and functionality of capture devices.
- _____ lead goals versus actual results.
- Acknowledges performance & corrects non-performance.
- Ensures data entry into CRM system and routing.
- Possibly, the point of contact for post-exhibition reporting.

Build a Culture of Lead Reporting

1. Create Culture of Reporting
 - Communicate Cost Per Lead.
 - Inform or copy lead recipient's manager.
 - Use _____ to kick-off the program.
2. Hold End of Shift or Day Lead Review Meeting
3. Close of Exhibition Report
 - Number of leads captured versus goal.
 - Number of Leads and % by Priority Code.
 - Cost Per Lead.
 - 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 the exhibition.
2. Follow-up FAST or in line with visitor's request.
3. Personalize your follow-up to each visitor's interests/needs.

**Use Follow-Up Techniques to “Wow”
and Be There When They’re Ready to Buy**

4. Plan for _____ to _____ touches over the next 3 to 6 months.
5. Integrate multiple media:
 - * Email
 - * _____
 - * In-person visits
 - * Social media
6. Deliver real value... don't just sell!
 - * Educational content & materials
 - * Reference Guides
 - * Case Studies, testimonial letters and videos
 - * Social media posts and groups
 - * Newsletters
 - * Product samples

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

1. _____
2. _____
3. _____

informa markets' Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI Center:
 - Downloadable Planning & Implementation Tools
 - Live and On-Demand Webinars
 - How-to Exhibit Article Series
 - Ask the Tradeshow Expert Email Questions & Answers (Q&A)
- Bookmark, Share with your Team and Access on the Exhibitor Console:
 - Arab Health ESRC page: <https://www.arabhealthonline.com/en/exhibit/exhibitor-essentials/exhibitor-success-and-roi-center.html>
 - Medlab: <https://www.medlabme.com/en/exhibit/exhibitor-success-and-roi-center.html>



About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert 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 getting them focused on precision execution of five critical exhibiting success factors.

**Jefferson is available 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**