Competitive
Edge
"exhibiting excellence"

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 SWDC'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 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. Problem starts with perception of lead value and 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	18	18
●	# of booth staff*	x 2	x_____
●	Total staff hours	36	_____
●	Interactions/hr/staffer**	x 3	x_____
●	Total target interactions	108	_____
●	% of visitors to lead	x.25	x_____
●	**Lead goal**	**27**	_____

  * 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…
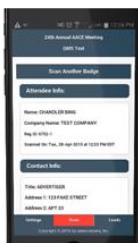
> ➢ *Ask and ye shall receive!*

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

Official Show Lead Retrieval Vendor

QMS

LEAD RETRIEVAL SERVICES

Featuring qConnection

Submit order to: FAX: 678-341-3099 **EMAIL:** qms@prereg.net **Phone:** 678-341-3000
Or **ORDER ONLINE:** www.prereg.net/qconnect

REAL-TIME REPORTING

No waiting necessary! qConnection will automatically update as long as the device is connected to Wi-Fi. You will have the ability to download your leads from the qConnection webpage instantaneously and follow-up with them even if you are still on-site.

EASY TO USE

qConnection is a user-friendly, innovative lead retrieval solution molded by over thirty-five years of industry experience. The app may operate on your personal smartphone or may be downloaded on a tablet placing authority over your leads at your fingertips.

CUSTOMIZABLE

The qConnection app is completely customizable. You have the ability to develop custom qualifiers, add specific notes for each lead and/or tailor survey questions within the app to better suit your needs.

Informational video: https://youtu.be/6CkGm9pa8TA

LEAD RETRIEVAL SERVICES

Featuring qConnection

2019 Southwest Dental Conference

Dallas, TX

October 10-11, 2019

Submit order to: **FAX:** 678-341-3099 **EMAIL:** qms@prereg.net **Phone:** 678-341-3000

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Company			Booth Number		Contact			
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Phone		Fax		Email				

QTY	Item Description	On or before 9/10/2019	After 9/10/2019	Subtotal
	qConnection App: Exhibitors use own iPhone®, iPod touch®, iPad® (ios 7.1,7.1.1) or Android™ phone or tablet (version 4.4) **Package Includes:** qConnection lead retrieval app downloaded from apple app store or google play, event set-up through unique access code, and qConnection show management website access. *must purchase one license per device.	$270	$320	
	Apple® device Rental: **Package Includes:** Apple® device rental with qConnection lead retrieval app pre-loaded on the device, event set-up through unique access code, and qConnection show management website access.	$295	$345	
			Grand Total	

qConnection Show Management Website:

⇒ Edit qualifiers prior to scanning
⇒ Email leads to anyone
⇒ Download all leads, from all devices

⇒ View Leads
⇒ Sort, edit and search leads
⇒ Mobile friendly

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

- Contact information
- Relationship with company
- Marketing recon
- Situational questions
- Area of interest
- Qualification questions
- Next action
- Space for free hand 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
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 assign value to a lead
2. Determine number of codes required
3. Define what each code means
4. Make sure data and lead grading codes are integrated into capture device

Assign a Lead Captain

Lead Captain Responsibilities:

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
    *   Case Studies, testimonial letters and videos
    *   Social media posts and groups
    *   Newsletters
    *   Product samples
    *   Promotional products (refillable)

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

1. _____

2. _____

3. _____

SWDC Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success & ROI Center web page
  - ➤ Live and On-Demand Webinars
  - ➤ How-to Exhibiting Article Series
  - ➤ Ask the Tradeshow Expert Email Q&A

- Bookmark, Share with your Team and Access on the Exhibitor Console:
  - ➤ **http://swdentalconf.org/exsuccessroi/**

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

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

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