



Present

How to Improve Lead Quality & 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. Define what isn't and what is a lead.
5. How to set realistic lead goals.
6. Four generations of lead capture devices.
7. Overview official lead retrieval system.
8. Determine the best information to capture to qualify leads.
9. How to customize your capture device and/or develop an opportunity card.
10. Develop an easy to apply lead grading system.
11. Assign a lead captain.
12. Build a culture of lead reporting.
13. How to get your sales team and/or distributors to support your lead management & reporting process.
14. 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. 43% 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 professional skills 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 \text{ Leads} = \250 per lead



2. Revenue GAIN/LOSS Opportunity:

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

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 fishbowl 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:

	<u>Example</u>	<u>Participant</u>
● # of Exhibiting Hours	24	24
● # of Booth Staff*	<u>x 2</u>	x _____
● Total Staff Hours	48	_____
● Interactions/Hr/Staffer**	<u>x 4</u>	x _____
● Exhibit Interactions	192	_____
● % of Visitors to Lead	<u>x.25</u>	x _____
● Lead Goal	48	_____

* 50 sq. feet/ staffer

** 3/Conservative 4/Moderate 5/Slightly Aggressive

It's About What's Next!

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

➤ *Ask and ye shall receive!*

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

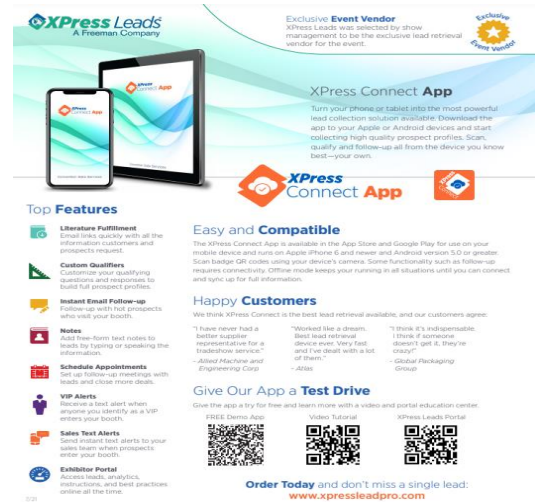
HOW TO ORDER:

Order Online Now:

<https://xpressleadpro.com/fe2/expick.php?showcode=GPEX0324>

For Assistance:

General Sales Support Team:
XPress Leads 1-800-746-9734
xpressleadpro@cdsreg.com



XPress Leads
A Freeman Company

Exclusive **Event Vendor**
XPress Leads was selected by show management to be the exclusive lead retrieval vendor for the event.

XPress Connect App
Turn your phone or tablet into the most powerful lead collection solution available. Download the app to your Apple or Android device and start collecting high quality prospect profiles. Scan, qualify and follow-up all from the device you know best—your own.

Top Features

- Literature Fulfillment**
Email links instantly with all the information customers and prospects request.
- Custom Qualifiers**
Customize your qualifying questions and responses to build full prospect profiles.
- Instant Email Follow-up**
Follow-up with hot prospects who visit your booth.
- Notes**
Add free-form text notes to leads by typing or speaking the information.
- Schedule Appointments**
Set up follow-up meetings with leads and close more deals.
- VIP Alerts**
Receive a text alert when anyone you identify as a VIP enters your booth.
- Sales Text Alerts**
Send instant text alerts to your sales team when prospects enter your booth.
- Exhibitor Portal**
Access leads, analytics, instructions, and best practices online at the time.

Easy and Compatible
The XPress Connect App is available in the App Store and Google Play for use on your mobile device and runs on Apple iPhone 6 and newer and Android version 5.0 or greater. Scan badge QR codes using your device's camera. Some functionality such as follow-up requires connectivity. Offline mode keeps your running in all situations until you can connect and sync up for full information.

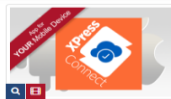
Happy Customers
We think XPress Connect is the best lead retrieval available, and our customers agree.

- "I have never had a better supplier representative for a leadshow service."
—Jill M. Mawhood and Engineering Corp.
- "Worked like a dream. Best lead retrieval device ever. Very fast and for deal with a lot of them."
—Jill M.
- "I think it's indispensable. If there's someone I don't get it, they're missing out."
—Global Packaging Group

Give Our App a Test Drive
Give the app a try for free and learn more with a video and portal education center.

QR codes for: **IPad Demo App**, **Video Tutorial**, **XPress Leads Portal**

Order Today and don't miss a single lead:
www.xpressleadpro.com



XPress Connect App

Specifications | Reviews

This is our full-featured app for the iPhone, iPad, and Android that includes all traditional lead retrieval features and a host of capabilities available only on smart phones. You can scan leads with the phone's camera, add notes, conduct surveys, rate leads, set appointments, send follow-up emails, and much more—all directly from the app.



XPress Connect Plus

Specifications | Reviews

This is full-featured app runs on our state-of-the-art Android phones. XPress Connect Plus is the best of both worlds with powerful lead retrieval features and a big screen smartphone that is online and ready to collect real-time leads.



Digital Backpack

Specifications

Upload and share digital material with attendees. This self-service, contactless, technology allows attendees to collect company or product content by scanning a QR codes in your booth. You receive the lead data and product interests for follow-up.

Optional Services

Below are optional additional services that you can purchase with your lead retrieval order.

Literature Fulfillment	Custom Sales Qualifiers	DITP
Send up to 20 PDF's or video links to attendees from your lead retrieval solution. [more info]	Build in custom questions collect the exact information your sales team needs to close the deal. [more info]	Save time onsite with Delivery, Installation, Training and Pick-up by our professional staff. [more info]

Data Embedded in Attendee Badges & Standard Qualifiers:

- First and Last Name
- Title
- Company
- Address, City, State, and Postal Code
- Phone
- Email

Standard Qualifiers:

Send Literature
Send Samples
Send Pricing
Add to Mailing List
Technical Info Required
Detail Specs Required
Provide Quote
Product Demo Required
Immediate Contact Required
Have Salesperson Call
Recommends
Final Say
Makes Purchase Decision
Partial Interest
Purchase in 30 days
Purchase in 3 months
Purchase in 6 months
Ready to Purchase
Immediate Need
Order Placed at Show

Determine the Best Information to Capture to Qualify Leads

* Typical information areas might include:

- Challenges/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!

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

Company _____ **Sho** _____
OPPORTUNITY CARD Show Day: ☐ 1 ☐ 2 ☐ 3 ☐ 4
(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 ☐ Funded ☐ RFP/RFPQ

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 ☐ Quotation Proposal ☐ Add to mail list
 When? ☐ Immediate ☐ w/ 10 days ☐ 31 days +

NOTES: _____

Priority: A - B - C Taken by: _____

- Contact information
- Relationship with company
- Marketing recon
- Situational questions
- Areas of interest
- Qualification questions
- Next action/timeframe
- 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	1. Determine what information would assign value to a lead
A	4 to 6 Months	Yes	Final Say/Specify	2. Determine number of codes required
B+	7 to 9 Months	Yes	Final Say/Specify Recommend	3. Define what each code means
B	10 to 12 Months	Yes	Recommend	4. Make sure data and lead grading codes are integrated into capture device
C+	More than 1 Year	Yes	Recommend	
C	Unknown	No	No Role	

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.
 - Number of Leads and % by Priority Code.
 - Cost Per Lead.
 - Potential revenue value of leads.

How to Get Your Sales Team and/or Distributors to Support Your Lead Management & Reporting 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.

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

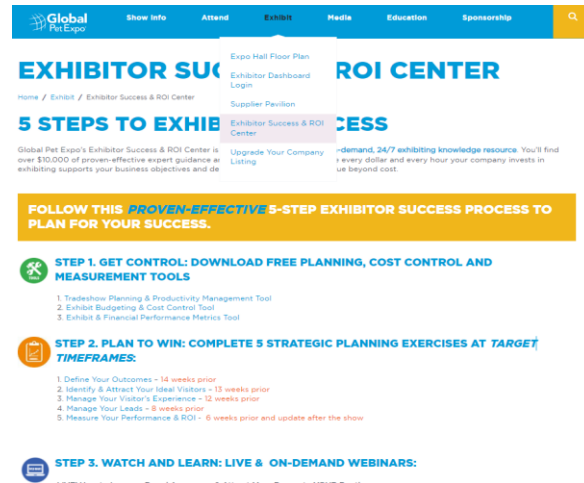
Use Follow-Up Techniques to “Wow” and Be There When They’re Ready to Buy

1. Prepare lead follow-up plan by priority BEFORE show.
2. Follow-up FAST or in line with visitor request.
3. Personalize your follow-up to each visitor’s interests/needs.
4. Plan for _____ to _____ touches over the next 3 to 6 months.
5. Integrate multiple media:
 - * Email
 - * _____
 - * Telephone
 - * In-person visits
 - * Social media
6. Deliver real value... don’t just sell!
 - * Booth tour video
 - * Educational content & materials
 - * Case Studies, testimonial letters and videos
 - * Social media posts and groups
 - * Newsletters
 - * Product samples
 - * Promotional products (refillable)

Exhibitor Success & ROI Center

VISIT & SHARE WITH YOUR TEAM!

<https://www.globalpetexpo.org/exhibit/exhibitor-success-roi-center>



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

1. _____
2. _____
3. _____

About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert™**

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