Present

Improving AOA Tradeshow Lead Management for Higher Sales Conversion

Webinar Discussion Points

1. Key insights on lead management.
2. Defining what is and isn’t a lead.
3. Calculate the real cost of poor lead management.
4. Setting realistic lead goals and building staff accountability.
5. Identifying the best information to capture to qualify leads.
6. Using state-of-the-art lead capture technology.
7. Overview Optometry’s Meeting lead retrieval products.
8. How to create and use a tool to track lead goals.
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
   c. Set specific lead goals?
   - 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.
3. _____% of sales people view show leads as cold calls.
4. _____% of buyers receive information after they have made a buying decision.
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 tradeshows 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 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 Is and What Isn’t a Lead

What Is a Lead?

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

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

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:

<table>
<thead>
<tr>
<th></th>
<th>Example</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td># of exhibiting hours</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td># of booth staff</td>
<td>x 2</td>
<td>x_______</td>
</tr>
<tr>
<td>Total staff hours</td>
<td>30</td>
<td>______</td>
</tr>
<tr>
<td>Interactions/hr/staffer</td>
<td>x 4</td>
<td>x_______</td>
</tr>
<tr>
<td>Total target interactions</td>
<td>120</td>
<td>______</td>
</tr>
<tr>
<td>% of visitors to lead</td>
<td>x.25</td>
<td>x_______</td>
</tr>
<tr>
<td>Lead goal</td>
<td>30</td>
<td>______</td>
</tr>
</tbody>
</table>

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
  - 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?

* 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 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
How to 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

Official Show Lead Retrieval Vendor

CompuSystems

Telephone: (866)600-5253
Fax: 708-344-4444
2651 Warrenville Rd #400, Downers Grove, IL 60515

http://www.compusystems.com/order

Order form located on Freeman website:
http://www.freemanco.com/store/browse/category.jsp?showID=416869
Create & Use a Tool to Track Lead Goals

Develop an Easy-to-Apply Lead Grading System

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.
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
   * Mail
   * Telephone
   * In-person visits
   * Social media
5. Deliver real value… don’t just sell!
   * Social media posts and groups
   * _________________
   * Product samples
   * Promotional products (refillable)
   * Testimonial letters and videos

Best Practices for Following-Up

- Mail
  - Reference their request from the show
  - Clear call to action
  - Reward for responding
  - Do at least 3 post-show spaced mailers
Best Practices for Following-Up

- Email
  - Optometry’s Meeting: information you requested
  - 75 character subject line, 120 word body copy
  - Only half of top of body copy should be HTML masthead
  - Only one _____________
  - Avoid sending attachments early in the relationship

- Telephone
  - In the booth, ask for best time to call
  - Try to get cell phone number
  - Be brief, be interesting and be gone
  - Get them talking by asking questions
  - Know your _____________ before calling

- Social Media
  - Connect, Follow or Friend them
  - Join groups they are members of
  - Add to or start conversations
  - Use Linked-In in mail
  - Focus on sharing ________________, not hard selling
  - Provide links to blogs, articles and useful videos

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

1. ___________________________________________

2. ___________________________________________

3. ___________________________________________
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  - “How To” Exhibiting Article Series
  - “Ask the Tradeshow Expert” Email Q&A

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