Present

Improving VMX
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 VMX’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 %)
   - $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

**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**
  - # of exhibiting hours: 28
  - # of booth staff*: x 2
  - Total staff hours: 56
  - Interactions/hr/staffer**: x 3
  - Total target interactions: 168
  - % of visitors to lead: x 0.25
  - Lead goal: 42

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

**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 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 for 10 Years

**HOW TO ORDER**

- **Online**
  - https://exhibitors.eventscloud.com
  - [Show Code: VMX20]
- **Fax**
  - 1.801.406.0040
- **Questions?**
  - P. 1.801.676.7933
  - E. aes-exhibitorservices@aventri.com

For detailed product information visit https://exhibitors.eventscloud.com
Data Embedded In VMX Attendee Badges:

- Salutation (optional), First Name, Last Name
- Title (optional)
- Company
- Email
- Office Phone
- Mobile Phone (optional)
- Fax (optional)
- Address, City, State, Zip
- Country
- Registration Type (Veterinarian, Nurse/Technician, Practice Manager, Student, etc)

**BCARD™ Reader Including Device**

- **TABLET** INCLUDES: all hardware and software needed $400
  - PRE-SHOW BY JANUARY 2
  - ONSITE AFTER JANUARY 2
  - EARLY BY DECEMBER 5
- **SMARTPHONE** INCLUDES: all hardware and software needed $320
  - PRE-SHOW BY JANUARY 2
  - ONSITE AFTER JANUARY 2
  - EARLY BY DECEMBER 5

- **BCARD™ Reader on your PC** INCLUDES: badge reader, user supplies PC. $310
  - PRE-SHOW BY JANUARY 2
  - ONSITE AFTER JANUARY 2
  - EARLY BY DECEMBER 5

- **BCARD™ Reader App on your**
  - **NFC Smartphone/Tablet** (Android, iOS)
    - PRE-SHOW BY JANUARY 2
    - ONSITE AFTER JANUARY 2
    - EARLY BY DECEMBER 5
    - PACKAGE INCLUDES: 3 Licenses $499
    - ADDITIONAL LICENSE 3 pack must be purchased first $109

- **Accessories & Services**
  - Salesforce CRM Connector $350
  - HubSpot CRM Connector $350
  - Bluetooth Wireless Printer for Smartphone $100
  - Automated Email Follow-Up $250
  - Loss/Damage Waiver for Smartphones $160
  - Loss/Damage Waiver for Tablets $250

Early date 12/5/19
How to Customize Your Capture Device
and/or Develop an Opportunity Card

Develop an Easy-to-Apply Lead Grading System

Assign a Lead Captain

Responsibilities:

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.
   - 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 show.

2. Follow-up FAST or in line with visitor 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
   * ___________
   * Telephone
   * In-person visits
   * Social media

6. 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. __________________________________________________________
NAVAC Commitment to Exhibitor Value, Knowledge & Success

- Exhibitor Success &ROI Center road map:
  - Step 1. Download implementation tools and strategic planning exercises.
  - Step 2. Do planning exercises and watch Schedule and watch supporting webinar at suggested timeframes.
  - Step 3. Read exhibiting articles for ideas and insights.
  - Step 4. Use “Ask the Tradeshow Experts” email Q&A for help!

- Bookmark, Share with your team and Access at:

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

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