



Present

Webinar 3 of 3

Improving Lead Quality & Sales Conversion and Measuring Exhibiting ROI

Participant Learning Objectives:

*By the end of this session,
you will...*

1. Hear startling facts about tradeshow lead management.
1. Learn a formula to calculate the real cost of poor lead management.
2. Overview the SHOT Show official lead retrieval system options.
3. Learn how to develop or improve your lead management process by looking at lead capture, routing and reporting processes.
4. Learn easy to apply exhibiting financial performance metrics to measure and report value and ROI.

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Want to Make it BIG in Show Business?

Let the "*Tradeshow Turnaround Artist*" Help!

"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors truly understand how to make exhibitions payoff," says Jefferson Davis, America's premier exhibiting expert and co-author of TradeShow Success.



Described as *"a burst of focused and positive, can do energy"*, Davis's innovative, practical and process based approach to exhibiting has helped his clients produce over **500 million dollars** in exhibition sales since 1991. Over 90,000 exhibitors have attended his exhibiting success seminars and workshops. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic and measurable improvement in their exhibiting results in just one show cycle.

Is your company ready for a tradeshow turnaround?

Visit www.compedgetraining.com and take our Complimentary Exhibiting Needs Assessment to find out. Or call Jefferson Davis at 800-700-6174 to learn more about:

- ❑ Exhibiting by Objectives Consulting Services
- ❑ High-Impact Pre-show Marketing System Development Consulting
- ❑ Custom Exhibit Staff Training Workshops and Coaching
- ❑ Solution Focused Sales Training and Development Programs
- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Return on Investment Measurement Consulting

**Competitive
Edge** 
"exhibiting excellence"

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The Tradeshow Lead Challenge

1. Startling facts about tradeshow leads:

1. _____% of leads are never effectively followed up on.
2. _____% of sales people view tradeshow leads as cold calls.
3. _____% of prospective buyers receive information _____ they have made a buying decision
4. _____% of exhibitors use any organized form of post-show measurement

2. Determining the REAL Cost of Poor Lead Management

1. Cost Per Lead:

- Total Show Spend/# Leads
- \$ _____ / _____ Leads = \$ _____ per lead

2. Lost Revenue Opportunity:

- Average Sale Amount x # Lead Conversion %
- \$ _____ x (_____ x _____ % = _____) =
\$ _____

3. Brand Perception:

- *How does not following up impact your company's brand perceptions in the market?*

3. The ROI Truth:

*“If you are _____ going to produce a ROI,
it is hidden in your leads”*

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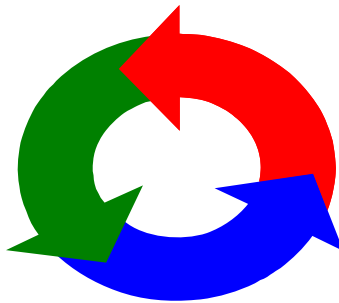
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4. Why is this happening?

1. Marketing and sales _____.
2. _____ quality of tradeshow leads.
3. Lack of exhibit staff _____
 - _____% of booth staff have never received one single hour of professional training on how to work an exhibit
4. Lack of _____ on what a lead really is.
5. Lack of a _____ lead management system.

Closed Loop Lead Management



3. Three Keys to the Closed Loop Lead Management Process.

1. _____ the highest quality leads.
2. Efficiently _____ to the right people for fast follow-up.
3. Provide an easy method for lead recipients to _____ progress and sales conversion.

Improving Lead CAPTURE

1. Define what is and isn't a lead:

2. Set _____ lead goals

- # of exhibiting hours _____
- # of booth staff x _____
- total staff hours _____
- interactions/hr/staffer x _____
- total target interactions _____
- % of visitors to lead _____
- Lead goal _____

3. Ask _____ what information they want to capture to truly qualify a lead.

4. Develop specific _____ codes.

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

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5. Create a _____ lead capture device.

Paper:

Electronic:

Considerations:

Official SHOT Show Lead Retrieval Vendor

ARI Lead Retrieval

www.accureg.com/shot10/options.html

800-838-3107

Lead Collection Systems:

Badge Number Collection

The LEADER

The Mobile LEADER

Additional Services:

20 Standard Action Codes

Up to 20 Custom Action Codes

Delivery Service

6. _____ your staff.

7. Assign a lead _____.

Improving Lead ROUTING

1. Only route _____ leads.
2. Do it _____!
3. Include all relevant _____.
4. Use your CRM system, a web-based system or email a spreadsheet.

Improving Lead REPORTING

1. End of _____ lead review.
2. Close of show report.
3. Create a _____ of reporting.

4. Make it _____.

5. _____ on target report dates.

6. Notify the _____ of progress and results.

7. _____ and _____ performers.

EXHIBITING MEASUREMENT

1. A tradeshow is a substantial _____ of financial and human resources.
2. _____ are rising.
3. Executive management want _____ and _____.
4. Five Power Tips for measuring and reporting cost-justification and ROI:

Tip #1. Allocate enough of your marketing budget to tradeshow.

The average company allocates _____% of their marketing budget toward exhibitions.

How much are you allocating? _____%

Tip #2. Invest enough resources.

Budgeting rule of thumb:

Floor space cost x _____ = Total show budget
\$ _____ x _____ = \$ _____

Tip #3. Know, track and benchmark where your dollar goes by major spend area:

Space	_____%
Exhibit	_____%
Show Services	_____%
Travel & Entertainment	_____%
Shipping	_____%
Advertising/Promotions	_____%
Other	_____%

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Tip #4. Know What You Are Really Buying.

- _____:
- *How important is face to face contact in growing your business?*
 - *What other methods do you have for getting quality face to face contact?*
 - *What do these other methods cost you?*

The Cost Effectiveness of Exhibiting:

Field Sales Call	\$ _____
Per Attraction	\$ _____
Per Visitor Reached	\$ _____

FACT: Tradeshows reduce the cost of face-to-face visits!

Tip #5. Use Simple, Easy to Calculate Tradeshow Financial Metrics:

a. Cost Per Lead (CPL) Calculation

Total Show Investment	\$ _____
(Divide) by # Leads	_____
Cost Per Lead	\$ _____

b. Cost Per Interaction (CPI) Calculation

# Leads	_____
(x) Stopped to Literature Ratio	x 2.4

Research by Exhibit Surveys found that on average 1 out of every 2.4 people who visit a booth are interested enough to request literature and/or contact.

Total # of Interactions	_____
-------------------------	-------

Total Show Investment	\$ _____
(divide) # Interactions	_____
Cost Per Interaction	\$ _____

c. Cost Per Lead (CPL) Soft Dollar ROI Contribution

Total Show Investment _____
 (Divide) by # Leads _____
 Cost Per Lead _____

Comparative (Trade Ads) \$ _____
 Less Cost Per Lead - _____
 Savings \$ _____
 Times # of leads x _____
 Soft dollar contribution \$ _____

d. Cost Per Interaction (CPI) Soft Dollar ROI Contribution

Total Show Investment \$ _____
 (divide) # Interactions _____
 Cost Per Interaction \$ _____

Comparative (Field Sales Call) \$596
 Less Cost Per Interaction - _____
 CPI Savings \$ _____
 Times # of interactions x _____
 Soft dollar contribution \$ _____

e. Hard Dollar ROI Contribution

Revenue credited to show \$ _____
 Less cost of sales (___% gross margin) _____
 Gross Exhibit Profit \$ _____
 Less Exhibiting Cost - _____
 Net Exhibit Profit _____

Net Profit from Exhibit Revenue _____
 (Divided) by Exhibiting Cost \$ _____
 = _____

(Multiply) by 100 x 100
 Return-on-Investment _____%

In Summary

- Tradeshows are a huge investment of financial & human capital
- To get a return on investment, you must manage leads and money side of exhibiting well
- Use What You Learned In this Session:
 1. Improve Your Closed Loop Lead Management Process
 2. Allocate Enough of Your Marketing Budget
 3. Budget Enough for Each Show
 4. Manage and Benchmark Spending by Major Area
 5. Use the Four Financial Performance Metrics
- And Create a Measurable, Profitable Exhibit Program

TRADE SHOW SUCCESS

The complete step-by-step multimedia guide to trade show success

The **Trade Show Success DVD** training series will show you how to take full advantage of qualified captive audiences and target the right attendees to ensure success at your next event. Trade shows can massively build your business, if you know the right planning secrets!

Get your team up to speed on how to take advantage of every marketing opportunity available to your company at your next Trade Show. The **Trade Show Success DVD** training series is your step-by-step guide to maximizing the success and effectiveness of your trade show sales and marketing initiatives. The simple preparation you learn here can substantially increase the results you generate, trade show after trade show.

Throughout this 3-part DVD series, you and your team will learn how to achieve trade show success from top industry experts:

Jefferson Davis
Host and Trade Show Expert

Greg Topalian and John McGeary
Trade Show Professionals

Beth Blake
Trade Show PR Specialist

Blair Singe
Sales Trainer

“Trade Show Success” comes in 3 Modules:

Part 1: PRE-SHOW:
Plan for Profit

Part 2: AT-SHOW:
Best in Show

Part 3: POST-SHOW:
Real Results

Each module contains:

- **Informational DVD** – Instructional content and interviews from the Trade Show industry’s leading experts and exhibitors like you who share their success stories.
- **PowerPoint CD ROM** – Instructional PowerPoint presentations that summarize essential areas for learning and action.
- **Resource Guide** – Tools and worksheets that relate to many of the issues raised in the PowerPoint presentations.
- **Wallet Cards** – Remind your team of your key event goals and initiatives.
- **Team Leader’s Guide** – A practical and informative guide to lead your team to trade show success.



- **FREE BONUS AUDIO CD * with PRE SHOW-Plan for Profit Module!** For those on your team who could benefit from leaders in the industry to discuss the importance of boothmanship, public relations and promotional ideas. Order your copy today!

Best Value! Trade Show Success Complete 3 Volume Set only \$495.00

Trade Show Success – Part 1: Plan for Profit – Pre-Show Preparation only \$195.00

Trade Show Success – Part 2: Best in Show – At-Show Strategies only \$195.00

Trade Show Success – Part 3: Real Results – Post Show Essentials only \$195.00

Please visit:

www.tradeshowturnaround.com
to learn more about the Trade Show Success program.

**ORDER YOUR PROGRAM NOW
AND START PLANNING FOR
PROFIT TODAY!**

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Thank you for your Order!