NACS SHOW 2024

Competitive Edge
"exhibiting excellence"

Present

How to Improve NACS Show 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. Determine the best information to capture to qualify leads.
7. How to get your sales team and/or distributors to support your lead management & reporting process.
8. Four generations of lead capture devices.
9. Overview official lead retrieval system.
10. How to customize your capture device and/or develop an opportunity card.
11. Develop an easy to apply lead grading system.
12. Assign a lead captain.
13. Build a culture of lead reporting.
14. Best practices for following-up.

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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.

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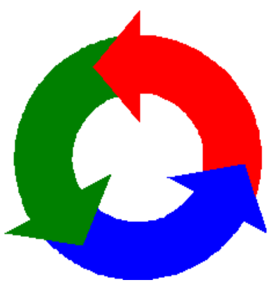
Calculate the Real Cost of Lead Management

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 fishbowl or somebody's pocket
- Badge swipe/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

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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	16.5	16.5
● # of Booth Staff*	x 3	x________
● Total Staff Hours	49.5	________
● Interactions/Hr/Staffer**	x 4	x________
● Exhibit Interactions	198	________
● % of Visitors to Lead	x.25	x________
● **Lead Goal**	**49**	________

* 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!*

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!

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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.

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://exhibitor.swap.mge360.com/

For Assistance:
General Sales Support Team:
877-623-3487
ExhibitorServices@maritz.com

Mobile App Badge Scanner

- Native app for Android or iOS
- Economical way to get scanning solution into the hands of each salesperson
- Tracks leads by individual
- Supports sending marketing collateral through email
- Printers pair 1:1 with each SWAP mobile device
- Business card scanning

Handheld Badge Scanner

- High Speed: excellent for booth events, product theaters, and in-booth sessions
- Ergonomic—left and right hand enabled
- Good for busy booths that require shared devices
- Printers pair 1:1 with each device

Tablet Badge Scanner

- Full connectivity with integrated scanning
- Good for booths that require a shared scanning device
- Larger screen is perfect for long surveys or detailed notes
- Printers pair 1:1 with each device
- Business card scanning

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NACS SHOW 2024

October 8-10, 2024 | Las Vegas, NV

NACS SHOW

Choose the solution that will *instantly* capture contact & demographic data

See page 2 for our enhanced product descriptions.

LEAD RETRIEVAL OPTIONS (not taxed)	on or before 7/30/24	from 7/31/24 to 9/10/24	after 9/10/24	number of units	TOTAL
SWAP® Mobile App Badge Scanner (Up to 3 users)	$ 425	$ 475	$ 499		$
Add SWAP® Mobile App Users* to any featured products after purchase of initial lead option	$ 149 each				$
				Subtotal A	$
LEAD RETRIEVAL OPTIONS					
Handheld Badge Scanner	$ 475	$ 525	$ 575		$
Tablet Badge Scanner	$ 475	$ 525	$ 575		$
Bluetooth Printer Order 1:1 for all SWAP Mobile Users, Handheld Scanners and Tablets purchased	$ 100	$ 125	$ 150		$
ADDITIONAL SERVICES					
Developer's Kit (Real Time Data Services) Click here for more information	$ 850				$
Survey Setup (up to 5 questions)	$ 99				$
Delivery of Reader to Booth (Post show pickup not available)	$ 125				$
				Subtotal B with **8.38% tax** applied**	$
				Add Subtotals from A & B from fields above	$
				Processing Fee***	$ 9.99
				FINAL TOTAL	$

OFFICIAL PROVIDER Maritz LEAD RETRIEVAL

Your Lead Retrieval Order Confirmation will be emailed to you.

Note: All equipment must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show.

TERMS AND CONDITIONS:
Purchase Orders are not accepted.

All orders cancelled prior to 30 days of the show will incur a $100 cancellation fee. Orders cancelled within 30 days of the show will not be refunded.

Leads captured through badge images and handwritten badge ID's are available for upload within 14 days post-event, and are subject to a data services fee.

Click here for additional Terms and Conditions

* Additional SWAP User Licenses pricing applies to singular booths only. If you are part of a pavilion, please contact Exhibitor Services.

** Taxable items and rates vary among states and are subject to change. Please call for exact quote.

*** Processing fee waived when order is placed using company's online lead portal.

Data Embedded in Attendee Badges & Standard Qualifiers:

- First and Last Name
- Title
- Company
- Address, City, State, and Postal Code
- Phone
- Email (opt-in)

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

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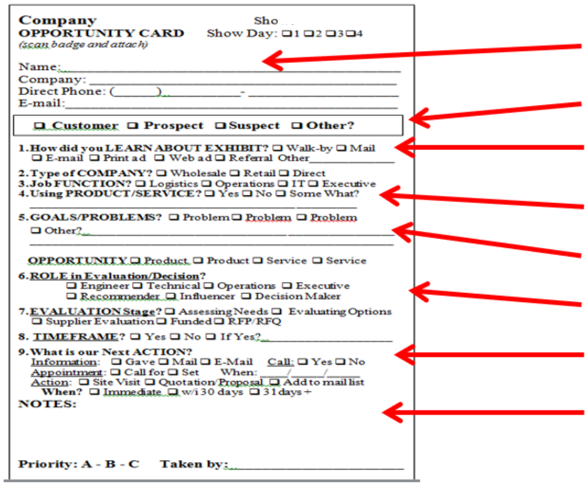
How to Customize Your Capture Device and/or Develop an Opportunity Card


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/RFQ
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/i 30 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
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.

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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.
   - Identify major steps in your customer's buying cycle.
   - Create emails and content to address each step and answer key questions in the buying cycle.
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.

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Use Follow-Up Techniques to "Wow" and Be There When They're Ready to Buy

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
   - Educational webinars
   - Product samples
   - Promotional products (refillable)

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

1. ____
2. ____
3. ____

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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
Jefferson@tradeshowturnaround.com

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