

Planning your Post Show Follow Up Strategy

- ◆ Have your "Action Plan" ready before the event.
- ◆ Qualify your leads during the show.
- ◆ After the event, make your show leads a priority! Follow up within 10-14 days.
- ◆ Remember, only 15% of exhibitors ever follow up on show leads (source: CEIR).

Two Weeks Prior to the Show

Determine what information you will use to qualify show leads

- i.e. Budget, Decision Maker, Action Needed, Time Frame

Designate someone to process leads during and after the show

- Data Entry — combine lead retrieval information and your lead qualification notes
- Distribution to appropriate salespeople

Decide who will follow up on which leads

- i.e. "A" Leads -Bob or Region "A" -Carl
"B" Leads -Sue Region "B" -Nancy
"C" Leads -Marty Region "C" -Barb

Develop fulfillment package/plan

- "Hot" leads receive an immediate, personal follow up after the show; work with your sales team to develop an efficient plan
- Other leads receive a fulfillment package: personalized letter from representative and literature/product specific information

Immediately Following the Show

Have leads entered/converted into a database/variable file

- Generate "Thank You" letters
- Send fulfillment packages

Distribute leads to appropriate staff

- Make personal contacts with hot leads
- Gather information on other leads to further qualify/prioritize sales contacts

Track progress of leads

- Sales and new customers for 6–18 Months