



Marketech Memos
Issue 6

This is Marketech's move from print to electronic transmittal of our quarterly newsletter - Marketech Memos. We hope that you find this helpful in dealing with the daily challenges that this unusual marketing communications medium offers. If you know of other professionals that might benefit from receiving this electronic periodical, e-mail us at info@marketech360.com, so we can add them to our distribution list.

If you do not want to receive this newsletter that focuses on the staffing issues of tradeshow marketing, then just e-mail us to remove your name from our distribution list.

Lead Management - The closed loop system to assure leads become sales

With 86% of exhibitors attending shows to generate qualified leads for sales, why are almost 80% of the leads never followed-up? (CEIR) This is not a short answer.

It can be summarized as follows:

- Leads are not qualified, therefore the follow-up is like a cold call
- Information captured lacks sufficient detail to provide the bridge between the show and the sale.
- No system is in place to capture the leads, fulfill the leads and follow the leads, therefore nothing is done with the leads.

So what can we do to increase the effectiveness of lead follow?

1. Regardless of whether you are using an electronic lead management system, have your own lead form for capturing specific information. When you create the form, get your sales organization, which will be using it, to review it before use at the show. Get early buy-in.
 2. Train your staff how to capture information in the interview process. What information should they be seeking that will be beneficial to follow-up?
 3. Discipline your staff to categorize your leads – “A”, “B”, “C” as they are generated and review them each night for completeness.
 4. Create a system to manage the leads. When the show ends how do they get fulfilled, who is responsible for the transmittal letter, the lead management reporting? When and to whom does the sales force report their results? When and to whom are the results reported?
 5. Prepare your lead follow/fulfillment before leaving for the show. If you are sending a letter along with literature, prepare and store it so all you have to do is text merge your leads into your word processor.
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Most exhibitors go to shows to accelerate the sales cycle. In order to accomplish this goal, a well thought out lead management system needs to be in place.

One-to-One Exhibit Marketing

Once you have read Pepper and Rogers, *The One-to-One Future* and Seth Godin's *Permission Marketing*, you will see exhibiting in a new light. We can marry the strength of trade shows with the power of the internet to communicate with our targeted audience before and after the event. When we do this we find that visitors come to our exhibit pre-qualified and ready to have meaningful discussions, not just have a superficial interaction.

Try this: Identify several dozen highly qualified leads, prospects and customers that you want to have visit your exhibit to have a "meaningful" next step discussion. Create a communication for them, the result being obtaining their permission to communicate with them before the show, again. The communication may be in the form of a questionnaire that gives you insight into their specific needs after which you can "dialog" with them about it, so by the time they get to the show, there is a potential solution to discuss, not discuss the issue. This One-to-One approach to exhibiting takes us to a show and sell environment, not just show and tell.

Do you like stats? Here's what is new:

Here's a handy formula reported by CEIR for estimating installation and dismantle of an island or peninsula exhibit – 1 man hour per 8 square feet to install, dismantle and repack – for a linear exhibit – 1 man hour per 10 square feet.

How much should a custom exhibit cost? Depends on the design and configuration but you can expect to pay \$120-\$140 per square foot, including carpet, crates and graphics.

Thanks and Good Exhibiting.

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