

## Maximizing Your Trade Show Leads

*Harvesting the Full Value of Exhibition Marketing*

Do your trade show results have room for improvement?

Learn how to tune up you systems, your staff, and your strategies for more and better qualified leads. Discover how to cut through today's information clutter and win the battle for your prospect's attention—before, during, and most importantly, immediately after the show. Teach your staff these simple steps and watch the value and volume of your leads dramatically improve. Use these current, research-based best practices to optimize your lead management strategies and maximize your trade show investment.

Join us for this rapid-fire program for the checklists, staff training essentials, and state-of-the-art strategies designed with one goal: ***to maximize your exhibition results!***

### Content

#### How to prepare your team and your systems

- Six questions every successful trade show marketer must answer
- Hard-to-fix but easy-to-avoid show-stoppers—your pre-departure checklist
- Five big mistakes that a little planning can help you avoid

#### How to improve the volume and value of your leads

- Teach your staff this four-step process to gather more and better leads
- Building prospect rapport: why listening is more important than selling
- The four communication imperatives—brief your staff for better results
- How to qualify leads with the professionalism that prospects love

#### How to win the attention wars in our ultra-busy world

- Marketing communication essentials for today's ultra-busy world
- Optimize any lead management system: business cards, lead sheets, or CRM
- What research reveals about lead follow up timing and sales revenue results
- Use this simple strategy to turn more prospects into better customers

### Format

Breakout sessions of 1 to 3 hours, tailored to current industry-specific needs

Web delivery is available in single and multi-session formats

