

# Are You Getting What You Want From Your Trade Show Investment?

Too often, trade show leads don't lead to sales—even though 77% of exhibitors surveyed by CEIR in 2016 say trade show exhibitions are their primary marketing channel and sales tactic.

If you're like most organizations, you already follow industry best practices.

- You import trade show leads into your CRM.
- You segment leads by key accounts.
- You accelerate fulfillment with your mailing automation system.

Still, your trade show leads don't lead to sales. So how do you make your tradeshow a sales accelerating engine? Three words: Process. Process. Process. Put processes in place that connect the dots between sales and marketing.

"Generating high-quality leads is today's top challenge for B2B marketers.

— THE BROOKINGS INSTITUTE



## PRE-SHOW

### Before trade show planning begins,

make sure your event marketing team sits down with sales management and asks these questions:

- What is your quarterly sales quota?
- Who are your priority prospects, what are their top pain points and where are they in the buyer journey?
- How will you score or prioritize leads?
- What is your preferred follow up method?
- How will you define "success?"

**Then,** put processes in place to ensure event marketing:

- Sets specific and measurable event and learning objectives that align with sales quotas
- Develops strategies, tactics and content that can attract and educate priority prospects
- Designs lead capture forms with the information your sales team needs to prioritize leads
- Promotes and/or facilitates the sales-preferred "next step."
- Delivers the number of qualified leads needed to help sales meet quotas



## AT SHOW

**At show,** make sure your:

- Marketing communications **adopt a buyer- versus product-centric view**
- Booth tactics **provide a great experience and different engagement options** for high priority prospects
- Booth graphics **reinforce your business story** instead of your product features



## POST-SHOW

**Post-show,** make sure you:


- **Validate leads before passing them on to sales.** This will allow you to calculate lead ROI and report back to management.
- **Arm your sales team with follow-up materials.** This will ensure continuity of message and timely responses to priority prospects.
- **Maintain visibility after qualified leads are handed over to sales.** This will enable you to more accurately measure the number of meetings and/or demos that are scheduled as a result of the leads you provided.

This start-to-finish process connects the dots and can dramatically increase the quality of your trade show leads.

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### CONTACT US

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