



*Present*

# Measuring Leads and Measuring Results

---

## How to Improve Lead Quality, Sales Conversion and Measure Performance and ROI

### Webinar Discussion Points

1. Key insights on lead management.
2. Defining what is and isn't a lead.
3. The four phases of closed-loop lead management.
4. Setting realistic lead goals.
5. Identifying the best information to capture to qualify leads.
6. Four generations of lead capture devices.
7. How to develop an Opportunity Card.
8. Creating an easy to apply lead grading system.
9. How to build a culture of lead reporting.
10. Best practices for lead response management.
11. Lead follow-up techniques.
12. Tradeshow performance and financial metrics.
13. How to create an Exhibiting Performance & ROI report.

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
  - c. Set specific lead goals? Yes No Unsure

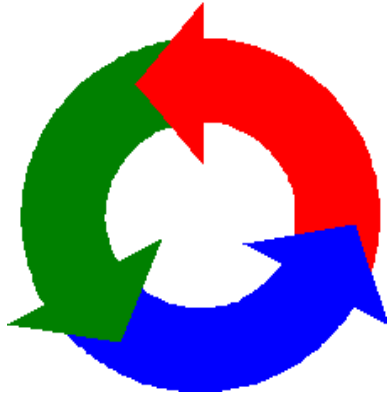
### **Key Insights on Lead Management**

1. If you're not writing orders at the show, the REAL product is leads.
2. \_\_\_\_\_% of show leads are never followed-up.
3. \_\_\_\_\_% of sales people view show leads as cold calls.
4. \_\_\_\_\_% of buyers receive information after they have made a buying decision.
5. The problem starts with perception of tradeshow lead value and the 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 one single hour of professional training on how to work an exhibit.
- Lack of “clarity” on what a lead really is.
- Lack of a “Closed-Loop” lead management system.

## **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 Is and What Isn't a Lead**

### **What Is a Lead?**

1. Personal Interaction
2. Qualifying Questions Asked
3. Answers \_\_\_\_\_
4. Next Step \_\_\_\_\_ and Agreed To by Visitor

### **What Isn't a Lead?**

- Business card in a fish bowl or somebody's pocket
- Badge swipe or scan with no engagement or additional information

## 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:

|                             | <u>Example</u> | <u>Participant</u> |
|-----------------------------|----------------|--------------------|
| ● # of exhibiting hours     | 26             | 26                 |
| ● # of booth staff          | <u>x 2*</u>    | x_____             |
| ● Total staff hours         | 52             | _____              |
| ● Interactions/hr/staffer   | <u>x 4**</u>   | x_____             |
| ● Total target interactions | 208            | _____              |
| ● % of visitors to lead     | <u>x.25</u>    | x_____             |
| ● <b>Lead goal</b>          | <b>52</b>      | _____              |

\* 50 sq. feet/staffer \*\* 3/conservative, 4/moderate, 5/aggressive

### It's About What's Next!

Clarity of and commitment to \_\_\_\_\_ 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:**

- Email Address
- Product Interest & Level of Interest
- Buying Role and/or Influence
- Evaluation and/or Decision Team
- Competitors Buying From or Looking At
- Purchase Timeframe or Season
- Next Action Step
- Other?



\* Customize your lead capture device to make sure you get this information!

**Four Generations of Lead Capture Devices**

1. Collect business cards
2. Use a paper lead form
3. Use show lead capture system
  - Use 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*



**How to Develop an Opportunity Card**

Company \_\_\_\_\_ Show: IFT 2013  
**OPPORTUNITY CARD** Show Day:  1  2  3  4  
(can 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  
 Economist  Influencer  Decision Maker

7. EVALUATION Stage?  Assessing Needs  Evaluating Options  
 Supplier Evaluation  Pended  RFP/RFQ

8. TIMEFRAME?  Yes  No  If Yes? \_\_\_\_\_

9. What is our Next ACTION?  
 Information:  Give  Mail  E-Mail  Call  Yes  No  
 Appointment:  Call for  Set When \_\_\_\_\_  
 Action:  Site Visit  Quotation Proposal  Add to mail list  
 When?  Immediate  w/10 days  31 days +

NOTES: \_\_\_\_\_

Priority: A - B - C Taken by: \_\_\_\_\_

- Contact information
- Relationship with company
- Marketing recon
- Situational questions
- Area of interest
- Qualification questions
- Next action
- 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           | 1. Determine what information would help assign value to a lead                 |
| A          | 4 to 6 Months           | Yes               | Final Say/Specify           | 2. Determine the number of codes required                                       |
| B+         | 7 to 9 Months           | Yes               | Final Say/Specify Recommend | 3. Define what each code means                                                  |
| B          | 10 to 12 Months         | Yes               | Recommend                   | 4. Make sure data and lead grading codes are integrated into the capture device |
| C+         | More than 1 Year        | Yes               | Recommend                   |                                                                                 |
| C          | Unknown                 | No                | No Role                     |                                                                                 |

## Assign a Lead Captain

Responsibilities of the Lead Captain:

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 reporting.

## 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.
  - Cost Per Lead.
  - Number of Leads and % by Priority Code.
  - Potential revenue value of leads.

## **How to Get Your Sales Team and/or Distributors to Support Your Lead Management Process**

1. Communicate how you are improving lead \_\_\_\_\_
2. Calculate and share your Cost Per Lead
3. Set three firm 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

## **Best Practices for Lead Response Management**

1. Speed of response – fast information delivery equals higher conversion rate
2. Best days to make follow-up calls: Wednesday and Thursday
3. Best times to make follow-up calls: Between \_\_\_\_\_ pm and \_\_\_\_\_ 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 \_\_\_\_\_ show.
2. Follow-up FAST or in line with visitor request.
3. Plan for 6 to 12 touches over the next 3 to 6 months.
4. Integrate multiple media:
  - \* Email
  - \* Mail
  - \* Telephone
  - \* In-person visits
  - \* Social media

**Use Follow-Up Techniques to “Wow”  
and Be There When They’re Ready to Buy**

5. Deliver real value... don't just sell!
- \* Social media posts and groups
  - \* \_\_\_\_\_
  - \* Product samples
  - \* Promotional products (refillable)
  - \* Testimonial letters and videos

**Tradeshaw Performance Metrics**

1. Exhibit Interaction Capacity/Utilization
2. Exhibit Attraction Efficiency
3. Cost Per Interaction (CPI)
4. Cost Per Lead (CPL)
5. Lead Goal, Quantity and Quality
6. Potential Value of Leads Captured
7. Hard Dollar ROI
8. Soft Dollar ROI



|                                                    | Example      | Participant |
|----------------------------------------------------|--------------|-------------|
| <b>1. Exhibit Interaction Capacity/Utilization</b> |              |             |
| Exhibiting Hours                                   | 26           | _____       |
| Times Full-Time Exhibit Staff                      | <u>2</u>     | _____       |
| Total Staff Hours                                  | 52           | _____       |
| Times Interactions per Hour per Staffer            | <u>3-5</u> * | _____       |
| <i>Exhibit Interaction Capacity</i>                | 156-260      | _____       |
| <br>                                               |              |             |
| Actual # of Exhibit Interactions                   | <u>185</u>   | _____       |
| Divide by Exhibit Interaction Capacity             | 208          | _____       |
| <i>Exhibit Capacity Utilization</i>                | 89%          | _____       |
| <b>Target: 80 to 100%</b>                          |              |             |

\* 3 conservative/4 moderate/5 aggressive



## Tradeshow Performance Metrics

|                                                                     | Example         | Participant |
|---------------------------------------------------------------------|-----------------|-------------|
| <b>2. Exhibit Attraction Efficiency</b>                             |                 |             |
| Actual # of Exhibit Interactions                                    | <u>185</u>      | _____       |
| Divide by Profile Matches in Show Audience                          | 500             | _____       |
| • Company Type, Job function/Title, Geography                       |                 |             |
| <i>Exhibit Attraction Efficiency</i>                                | 37%             | _____       |
| <i>Benchmark: 45% (Source: Exhibit Surveys)</i>                     |                 |             |
| <b>3. Cost Per Interaction (CPI)</b>                                |                 |             |
| Total Show Investment                                               | <u>\$15,000</u> | \$ _____    |
| Divide by # of Interactions                                         | 185             | _____       |
| <i>Cost Per Interaction</i>                                         | \$81            | \$ _____    |
| <i>Average cost of field sales call: \$596 (Source: CEIR, 2009)</i> |                 |             |
| <b>4. Cost Per Lead (CPL)</b>                                       |                 |             |
| Total Show Investment                                               | <u>\$15,000</u> | \$ _____    |
| Divide by # Leads                                                   | 50              | _____       |
| <i>Cost Per Lead</i>                                                | \$300           | \$ _____    |
| <i>Average cost of a B2B tradeshow lead:</i>                        |                 |             |
| • \$165 (Source: Exhibitor Magazine's 2015 Sales Lead Survey)       |                 |             |
| • \$283 (Source: Exhibit Surveys, 2013)                             |                 |             |
| <b>5. Lead Goal, Quantity and Quality</b>                           |                 |             |
| Lead Goal                                                           | 52              | _____       |
| Total Leads Captured                                                | 50              | _____       |
| Achievement                                                         | 96% of goal     | _____       |
| % - A Leads                                                         | 23 - 45%        | _____       |
| % - B Leads                                                         | 20 - 40%        | _____       |
| % - C Leads                                                         | 7 - 15%         | _____       |
| <b>6. Potential Value of Leads/ROI</b>                              |                 |             |
| Total # A Leads                                                     | 23              | _____       |
| Times Average Sale Amount                                           | <u>\$5,000</u>  | \$ _____    |
| <i>Potential Lead Value</i>                                         | \$115,000       | \$ _____    |
| Divided by Show Investment                                          | \$15,000        | \$ _____    |
| Soft Dollar ROI                                                     | \$8 to \$1      | \$ _____    |

## Setting Exhibiting ROI Targets

GOOD: 1-1 payback or 100% ROI  
 BETTER: 3-5 payback or 300-500% ROI  
 BEST: As high as you can go!

## Two Types of ROI

**Hard Dollar ROI:** \_\_\_\_\_ received that can be credited in full or in part to the show, typically in the form of at-show and/or post-show sales.

- Can be measured in top line revenue or gross margin.

**Soft Dollar ROI:** \_\_\_\_\_ received that can be quantified/expressed in numeric terms, typically in the form of money saved.

## Return on Investment HARD Dollar Gross Margin Formula & Example\*

|                                       | Example          | Participant |
|---------------------------------------|------------------|-------------|
| Revenue From At/Post Show Sales       | \$200,000        | \$ _____    |
| Less Cost of Sales (30% Gross Margin) | <u>- 140,000</u> | \$ _____    |
| Gross Margin                          | \$ 60,000        | \$ _____    |
| Less Exhibiting Investment            | <u>- 15,000</u>  | \$ _____    |
| Net Exhibit Profit                    | \$ 45,000        | \$ _____    |
| <br>                                  |                  |             |
| Net Exhibit Profit                    | <u>\$ 45,000</u> | \$ _____    |
| Divided by Exhibiting Investment      | \$ 15,000        | \$ _____    |
| Equals                                | 3                | _____       |
| Multiplied by 100                     | x 100            | x 100       |
| <i>Return on Investment</i>           | 300% ROI         | _____ %     |

**\*These sample calculations are not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.**

## Cost Per Interaction Soft Dollar ROI Contribution Formula & Example\*

|                                     | Example             | Participant  |
|-------------------------------------|---------------------|--------------|
| Total Show Investment               | \$ 15,000           | \$ _____     |
| Divide by # of Exhibit Interactions | 185                 | _____        |
| Cost Per Interaction                | \$81                | \$ _____     |
| <br>Comparative (Field Sales Call)  | <br>\$596           | <br>\$ _____ |
| Less Cost Per Interaction           | -\$ 81              | \$ _____     |
| CPI Savings                         | \$515               | \$ _____     |
| Times # of Interactions             | x 81                | _____        |
| Soft Dollar ROI Contribution        | \$41,715=278%SD/ROI | \$ _____     |

**\*These sample calculations are not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.**

## Sections to Include In Your Exhibiting Performance & ROI Report

1. General Show Information
2. Exhibiting Objectives Set and Progress Made Toward
3. Exhibit Interaction Capacity/Utilization - Cost Per Interaction
4. Leads: Goal/Actual, Cost Per Lead, Potential Value of Leads
5. Pre & At-Show Marketing: Media, Reach/Response and Effectiveness
6. Public Relations and Media Exposure
7. Exhibit Design and Effectiveness
8. Demonstrations/Presentations
9. Hospitality and Sponsored Events
10. Key Customers and VIPs Met
11. Competitive Summary
12. Show Budget vs Actual w/Benchmarks and R.O.I.
13. Lessons Learned & Recommendations for Next Show

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**MHI Commitment to Exhibitor Value, Knowledge & Success**

- ShowPro Pre-show Exhibitor Webinar Series
  - Fast Track to MODEX Exhibiting Success
    - \* Selective Attraction: November 17, 2015
    - \* Managing the Visitor Experience: January 5, 2016
    - \* Managing Leads & Measuring Results: February 16, 2016
- ShowPro Live Exhibitor Workshop held in Chicago on December 9, 2015
- <http://www.modexshow.com/showpro.aspx>