

FOLLOWING UP LEADS | Exhibition Guru

FOLLOWING UP LEADS (POST EVENT)

Most of the leads captured at an exhibition should be followed up within two weeks.

Leads can still become sales 12 months after a show, but it becomes harder to track them over so long a period.

Following the exhibition, consolidate all the leads into lists and distribute these to the various sales representatives to follow up. Post-exhibition performance tracking should be carried out monthly for a minimum of six months.

Performance is tracked by looking at the leads and the sales process and monitoring them over a given period of time. It involves looking at the total number of leads and their potential sales value, as well as working out what you may have to do next time around, either to speed up the sales process or let it expand over a number of months.

Try to ensure sales generated directly from the exhibition are differentiated from those resulting from your normal sales processes.

An excerpt from: Exhibitions: A Complete Guide
by Gary-Fitz-Roy