

The A.R.T. of Exhibitor Training™

Best Exhibiting Practices E-Course Series

E-Course 2:

LEAD MANAGEMENT:

Best Practices in Tradeshow Lead Management

Ideal View Time:

Two to three months before the show

Length:

29 minutes

Link:

<http://artofexhibitortraining.articulate-online.com/2683106158>

Exhibit Surveys annual tradeshow trend study reveals an alarming disconnect between exhibitor lead capture and attendee satisfaction with exhibitor follow-up.

If you aren't following up on leads or don't know what becomes of your leads, how will you ever know if you got a return on your investment?

The failure to effectively manage leads negatively impacts your company's brand perceptions in the marketplace and may be quietly costing your company hundreds of thousands of dollars in unrealized sales revenue.

View this brief 29 minute, but highly-informative e-course any time and as many times as you and your team wants. All of your team members will learn but insider secrets and best practices for creating, improving and better managing tradeshow leads. And this will lead to a better exhibiting ROI for your company.

Topics include:

1. The exhibitor lead management challenge: shocking statistics on what is really happening with tradeshow leads.
2. Formulas for calculating lead cost and revenue opportunity.
3. The three phases of a "closed-loop" lead management process.
4. A clear definition on what is and what isn't a lead.
5. A mathematical formula for setting specific lead goals.
6. A sample of the best visitor information to capture.
7. How to get your sales team or distributors to support your lead management process.
8. The four generations of lead capture devices and how to choose which is best for you.
9. How to create an easy-to-apply lead grading system.
10. The critical roles of your lead captain
11. Strategies for improving lead routing and building accountability for follow-up and reporting.

E-course includes a quick quiz to ensure knowledge transfer and a downloadable worksheet to guide you in implement the best lead management practices.

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For information call 800-700-6174 or visit www.tradeshowturnaround.com