



## Qualifying A Lead

We have picked the show location, designed our booth and are ready to attend the show. But are we ready?

Before you attend the show you should train the booth staff to capture and qualify a lead. I say "Before You Attend the Show" because this takes practice.

The doors open the first day of the show, people start walking by as if they have a destination in mind. How do we stop them to talk to us? We can nod and say "How are you"? We could boldly ask "Can I help you"? Why is it that when someone asks to help us we inherently say "No"! The first step in attracting a potential lead at a show is to start with a question or statement that CANNOT be answered with NO!

Imagine walking towards the prospect (which can be as short as one step in the confines of a booth aisle), extending your arm and shaking a stranger's hand. Introduce yourself and ask them their name. Hi John, what company are you with? What brings you to this show? What role do you hold in your company?

If the responses to some of these questions are totally negative or the individual shows no interest in even talking to you, then you simply reply, "Well enjoy the show John" and move on to the next person. This will not be an easy task for many people to do. This is my you practice before the show and most often in the form of role playing.

If we get a positive response to our initial questions, what is the next step?

Give them your brief but prepared introduction on your company and bring them to the spot in your booth where you can gather the information you are looking for.

Start by securing a business card. If that is not available then write down the information such as name, company and email address. Introduce them to your booth, literature or other pertinent information about you. Ideally you will have a preprinted form that you can fill out on behalf of the prospect. Check off the answers to the questions that pertain to the predetermined goals you have set for attending this show. Make sure there is a spot on the form to identify the quality or urgency of the lead such as contact immediately, 3 months or 6 months. Finally you ask if you can follow up with an email after the show. This is an ideal time to offer your give-a-way in a form of a thank you for spending time with you.

Clearly this is a basic overview of meeting people and qualifying them at the show but hopefully gives you an idea of the work required in preparing for a Successful Trade Show.