

The Show is Over But the Game is at Halftime: Aggressive Follow Up is Key to Trade Show Sales

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Focused, aggressive follow up is how the sales are made. But follow up is where many trade show exhibitors fall short. By the time the show ends, you and your team have collected contact information from prospects, and have engaged them in meaningful conversations. Now is the time to think smart and to make the most of all the work you've put in.

Here are four of the most important tradeshow follow up rules:

Prioritize.

Look at each prospect to determine the following:

Does the prospect need general or specific information? Do they need a quote or answers to questions?

Does the prospect have an immediate demand or can it wait until after the more immediate needs are met? An immediate need must be met with a phone call or email today.

Follow up immediately.

Contact all serious buyers within 1-2 days. Contact all prospects within 5 days.

A quick email to everyone who stopped by your booth thanking them for their time is just good business.

Things change quickly in the world of business. Add the coolest prospect to your list to check back within 30 days.

Prospect your "Turn Downs"

Obviously, not all your leads will be interested in buying your product or service. Don't take them completely off your radar. Give them an alternative to purchase and offer a way to keep in touch.

Offer them the opportunity to opt on to your newsletter mailing list, invite them to participate in webcasts, or send them articles or whitepapers about your industry.

Check in with a quick phone call in 30 days to see if there has been a change in their buying cycle.

The goal is to cultivate these leads and keep them actively engaged with your company until they are ready to purchase.

Evaluate Your Performance

One of the most important post show activities is to evaluate your performance to help you plan future events.

In all tradeshow follow up activities, don't assume that potential customers will take the time to contact you for more information. Remember that your hot leads talked to your competition at the same show and they will most like respond to whoever does the most consistent follow-up.

