

SEMICON® West2008

Tip of the Month – October 2007

Lead Persistence – The Key to Tradeshow Lead Conversion

For too many exhibitors, tradeshow lead follow-up means sending out literature, making one or two phone calls and then, if the customer doesn't respond quickly, giving up. This is in sharp contrast to what the highly successful exhibitor does. The real purpose of a good lead management process is to...

...be there when they buyer is ready to buy, not just when you are ready to sell. This means having time perspective when it comes to lead follow-up. Just because a buyer isn't ready today, does not mean that they won't be ready next month, next quarter or even next year. Companies who design their lead follow-up programs with a longer time perspective, not only build the best sales relationships, but also end up converting a lot more leads to sales.

Here are 4 tips to help your company be there when the buyer is ready to buy:

1. Continue qualifying throughout the lead follow-up process

Don't assume the person you are contacting is the right person. Often a booth visitor may exaggerate their buying influence. As you continue your follow up be sure to continually attempt to identify the entire decision team.

2. Clarify what stage of the buying process the project or opportunity is in.

Buying processes go through several stages from recognition of a need, to identification of various methods to address the need, to identification of the best method to address the need, to identifying vendors with solutions, to identifying the vendor with the best solution. By determining what stage of the buying process the opportunity is, your follow-up efforts can focus on providing the right information for the stage of the buying process the buyer is in.

3. Don't just sell—inform, educate and lead.

Sometime we need to help buyers recognize the need. They may know that they have a problem, but the ramifications of the problem aren't compelling enough to cause them to take action. By educating buyers about the ramifications of a problem we can increase the desire to address the problem.

4. Don't give up!

If you have determined that this customer has a problem you can solve, decide to keep in touch until they either tell you they are going to do business with you or they tell you they will never do business with you. Whether it takes a month, a quarter, a year or even longer, the rewards will be well worth the effort.



Jefferson Davis, president of Competitive Edge is known as "*the Tradeshow Turnaround Artist*". Since 1991, his consulting and training services have helped clients dramatically improve their tradeshow performance and results. His clients have realized over \$500M in measurable value from their tradeshow investments. Mr. Davis will be conducting a series of FREE webinars for SEMICON West exhibitors. You can reach him at 1.800.700.6174 or www.compedgetraining.com.