# **Road Map for Success**



Here at L&L Exhibition Management, Inc., we want to see our exhibitors have success during and following our events. Enclosed you will find tips for successfully collecting your new leads from this years event as well as examples of effective lead collection worksheets.

If you find this information helpful, let us know! Email info@homeshowcenter.com or call 800-374-6463.



### **L&L EXHIBITION MANAGEMENT, INC.**

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#### **Road Map for Exhibiting Success**

Your expo booth is an investment, and we want you to maximize your contacts and sales while you showcase your company in the best light possible.

Your company and the expo's attendees have a vested interest in being at the event. Here are some tips on how to maximize your experience at the show.

#### 1. Communicate Clearly

Make your visuals easy to understand. Expo attendees need to know in a single glance what your company does and what you are selling. What are your product's best features? Give people something tangible to see, touch and feel. This may be your potential customer's first face-to-face interaction with your company, so make it a great first impression.

#### 2. Generate Qualified Leads

Keep lead sheets at your booth to record contact information for clients you meet at the show. Your lead sheet should include questions to help qualify the job: What is the time frame? Where is the work site? What is the scope of the project? When is a good time to contact the homeowner to follow-up? At the expo, ask potential customers open-ended questions. Do their budget, location and must-haves align with your company's expertise and goals?

#### 3. Follow up on Your Leads

Convert leads from the show into actual sales by following up with the leads you generated. This is where your lead sheets come in handy! You need an efficient system for following-up. Your follow-up routine may combine different approaches, such as calls, email, direct mail, etc. Some prospects will respond to your call, while others will respond to your email or letters. Without following-up properly, you can lose the whole investment you made in the show! These leads are very valuable assets for your company. We have found the most successful exhibitors work hard to follow-up with their leads thoroughly.

When you close these deals, you are building your business – and helping homeowners maintain and update their homes!

Have a great show!

### FREE ESTIMATE

Name:				
Address:				
Phone:			AMPM	
E-Mail:				
Scope Of Work				
Notes:			E	
Scheduled Estimate Date:	Time:	Estimator:		

Company Name

Address

Phone

Fax

Web:

## Consultation Card

Spouse/Significant Others Name:  Address:  City:	Name:					
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