

# 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](mailto:info@homeshowcenter.com) or call 800-374-6463.



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

7809 Southtown Center, #200, Bloomington, MN 55431

(952) 881-5030 • 1 (800) 374-6463 • [www.homeshowcenter.com](http://www.homeshowcenter.com)

### **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**

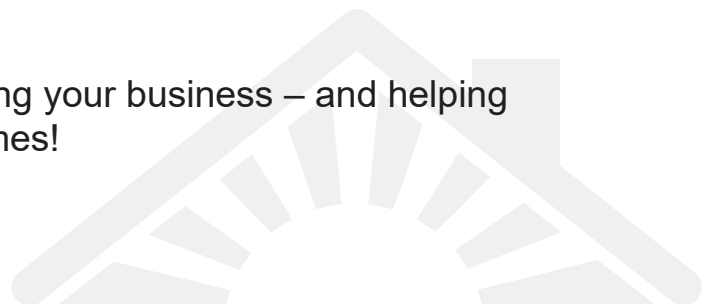
Keep lead sheets at your booth to record contact information for clients you meet at the show. Your lead sheet should include questions to help qualify the job: What is the time frame? Where is the work site? What is the scope of the project? When is a good time to contact the homeowner to follow-up? 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!**



***Generate More Leads. Close More Sales.***

FREE ESTIMATE

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ ☐ AM ☐ PM

E-Mail: \_\_\_\_\_

## Scope Of Work

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Notes: \_\_\_\_\_

---

---

---

Scheduled Estimate Date: \_\_\_\_\_ Time: \_\_\_\_\_ Estimator: \_\_\_\_\_

Phone                      Fax                      Web:

## Consultation Card

Name: \_\_\_\_\_

Spouse/Significant Others Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Project Description: \_\_\_\_\_

\_\_\_\_\_

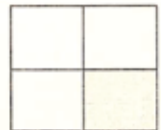
\_\_\_\_\_

Year Home Built: \_\_\_\_\_

Anticipated project timeline for completion (month/year)? \_\_\_\_/\_\_\_\_

What time of day is best to contact you? \_\_\_\_\_

YOUR  
COMPANY  
LOGO



LOGO

COMPANY NAME

FREE

ESTIMATE

CUSTOMER NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

### HOME OWNER SIGNATURE

By signing below, you are committing to your appointment date & time.  
will begin building a customer proposal for your home. You are not obligated to buy any  
product or service from

X \_\_\_\_\_

I am the homeowner.

Rep # \_\_\_\_\_ Rep Name \_\_\_\_\_

FOR OFFICE USE: TO BE FILLED OUT BY A

ALL FIELDS MUST BE FILLED OUT

RESULT:

APPOINTMENT

DAY: \_\_\_\_\_ DATE: \_\_\_\_\_

MONTH: \_\_\_\_\_ TIME: \_\_\_\_\_

am

pm

REP: \_\_\_\_\_ # \_\_\_\_\_