

HOME IMPROVEMENT EXPO

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.

7809 Southtown Center, #200, Bloomington, MN 55431

(952) 881-5030 • 1 (800) 374-6463 • 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

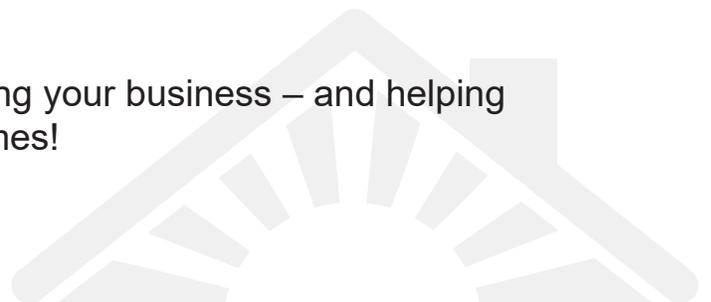
Keep lead sheets at your booth to record contact information for clients you meet at the show. Your lead sheet should include questions to help qualify the job: What is the time frame? Where is the work site? What is the scope of the project? When is a good time to contact the homeowner to follow-up?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

Consultation Card

Name: _____

Spouse/Significant Others Name: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Phone: _____ Alternate Phone: _____

Email Address: _____

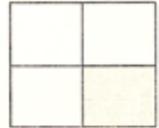
Project Description: _____

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: _____ # _____