



CRITICAL SUCCESS FACTOR #1: DEFINE YOUR OUTCOMES

## 关键成功因素#1:明确您的预期结果

Welcome to the HRflag Conference Manual! As a new exhibiting company, we're looking forward to a long-term business relationship with you. We want to make sure we're doing everything we can to help your company have a positive and productive exhibiting experience.

欢迎来到众旗参会指南!作为我们的新晋参展商,我们非常期待能与您建立长期的合作关系。我们希望能够尽己所能帮助您获得一次积极而富有成效的参会体验。

As part of our New Exhibitor On-Boarding Program, you can download a series of five quick read instructional brochures from our website to help you address the strategic factors that determine the difference between exhibiting success or failure.

作为“新展商准备计划”的一部分,您可以在我们的网站上下载系列的5篇速读展商指南,以帮助您聚焦决定参展成败的战略因素。

We strongly encourage you to not only read each of these five brochures, but more importantly to do the quick exercises presented. If you do, you will dramatically improve your odds of having a successful exhibiting experience.

我们强烈地建议您不要止步于浏览这5篇文章,更重要的是去完成其中的一些快速练习。这样可以使您获得成功的参展经验的几率得到极大的提升。

Clarity is power! Half of success is simply being crystal clear about what you want to accomplish. The other half is creating workable action plans and executing to achieve your goals. We recommend that you get together with your marketing and sales management team and work through the four-step process outlined below.

清晰就是力量!对于参展,一个清晰的预期结果就是成功的一半了,而另一半则在于制定一个可行的行动计划并加以执行来实现您的目标。我们建议您与市场部、销售部的管理团队一起努力,完成以下列出的四步骤流程。

### 1. What are your top three reasons for exhibiting?

#### 您参展的前三个理由是什么?

Examples: build market visibility /awareness, maintain visibility/presence, introduce new product/service, sales leads, new customers, cross/upsell existing customers, market research, branding, recruiting, media exposure, customer/prospect meetings, find reps/dealers/distributors, other?

例如:建立市场知名度/认知度、保持曝光度/存在感、介绍新产品/服务、销售线索、新客户、交叉/追加销售现有客户,市场调研、品牌推广、招聘、媒体曝光、客户/潜在客户会面、寻找代表/经销商/分销商,其他?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

2. Convert each reason to a S.M.A.R.T. goal

将每一个目标都转化为一个S.M.A.R.T目标

(Specific, Measurable, Actionable, Realistic, Time bound) (Examples: 1. By closing time, we will capture at least 25 qualified leads, 2. During the show we will meet with our top 10 customers, 3. Within six months of closing, we will have opened five new accounts.) (具体的、可衡量的、可操作的、现实的、有时限的) (例如:1. 到结束为止,我们将捕获至少25位合格的潜在客户,2. 在展会期间,我们会与我们的TOP10的客户会面,3. 在展会结束后的6个月内,我们将已经开发了5个新的客户。)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

3. Calculate your Potential Leads/Sales Opportunity.

计算您的潜在客户/销售机会。

	Example 例子	Your Company 您的公司
Number of exhibiting 展会时长	14	14
(x) Average number of booth staff on duty (x)展位在职员工平均数		
* Rule of thumb: 4-5m <sup>2</sup> per staffer * 经验原则:4-5m <sup>2</sup> 安排一位员工	x *2	_____
(x) Target number of interactions per hour/per staffer (x)每小时每人目标互动数		
* 3 conservative/ 4 moderate / 5 aggressive * 3-保守的/4-中等的/5-积极的	x *3	_____
(=) Your Exhibit Interaction Capacity (=)您的展会互动容量	84	_____
(x)Target percent that convert to a LEAD (x)潜在客户转化的目标百分比	x 25%	_____
(=) Number of LEADS (=)潜在客户数量	21	_____
(x)Target percent that convert to a sales order (at/post) (x)展中/后成交转化的目标百分比	x 20%	_____
(=) Number of sales orders (=)成交订单数	4	_____
(x) Conservative average order amount (x)保守估计的平均订单额	\$15,000	\$ _____
(=) Your Potential Sales Opportunity (=)您潜在的销售额	\$60,000	\$ _____

4. For each goal, create a written action plan detailing the specific steps you must take to achieve the goal, who is responsible for accomplishing the goal, and how you will measure the results.

对于每一个目标,建立一个书面的行动计划来具体描述您为了达到目标必须采取的具体措施步骤,谁为达成此目标负责,以及您如何衡量达成的结果。

SMART Goal	Responsibility	Actions	Measuremen
SMART目标	责任人	措施	衡量办法
<b>Example:</b> By closing time we will capture 25 qualified leads 例如:到结束为止,我们将捕获至少25位合格的潜在客户	John Smith 约翰史密斯	1.Determine qualifying questions. 2. Rent and customize the show lead retrieval system or create a hand-held lead form. 3. Train exhibit staff on using the lead form and how to ask qualifying questions. 1. 确定需要验证的问题 2. 租赁一个定制化的展会潜在客户检索系统或是制作一个手持的潜在客户表 3. 训练您的展会人员去使用潜在客户表,并学会如何提出验证型的问题	# of leads with # of qualifying questions answered 回答了多少相关的验证问题
1.			
2.			

If you have any questions, please feel free to reach out to us. Thank you!

如果您有任何疑问,不要犹豫,快联系我们吧。谢谢!