



CRITICAL SUCCESS FACTOR #4: LEAD MANAGEMENT

关键成功因素#4:潜在客户管理

By addressing the first three critical exhibiting success factors, you are well on your way to a successful exhibiting experience. Don't stop now, because there are two more factors to getting a financial return on your exhibiting investment.

解决了前三个参展的关键成功因素, 您离获得成功的参展体验已经不远了。

可不要在此刻止步不前, 因为还有另外两个因素可以让您的参展投资获得经济上的回报。

If you're not writing orders or signing contracts at the show, and you expect to achieve a return on your exhibiting investment, it's critically important to understand that leads are the real product of the show.

如果您没有在展会当场签下订单或合同, 但希望获得参展投资的回报, 那么您必须意识到潜在客户才是展会的真正收获。

At the top level, a lead can be defined as "anybody you interact with in the exhibit and around the event that requires follow-up on your part, and that follow-up delivers value for your company".

在最高级别的定义中, 潜在客户可以称为“您在展览中遇到的, 在展销活动周围与其进行互动的、会后需要您跟进的、并且能为您的公司带来长远价值的任何人”。

The key to generating QUALITY leads is to make sure that each lead includes four critical factors:

认证高质量的潜在客户的关键是确保他们都满足了四个关键要素:

- Somebody from your company personally interacted with the person
您公司的某位员工亲自与这个访客进行了互动
- Key qualifying questions were asked
询问了关键的资格问题
- Answers were captured or documented
相应的答案被捕捉或记录下来
- A next step was identified and agreed upon by the visitor
访客确定了下一步行动并达成了一致意见

1. Get together with your sales team and ask, "What information should we capture to help us better qualify and value the lead?"

与您的销售团队碰面然后询问他们, “我们应该获取哪些信息以帮助我们更好地认证并重视潜在客户?”

Typical information areas might include: email address, product interest & level of interest, buying role and/or influence, evaluation and/or decision team, competitors buying from or looking at, purchase timeframe, next action step, other?

典型的信息类型可以包括: 电子邮箱, 对产品是否有兴趣以及兴趣程度, 购买角色和/或购买力, 评估和/或决策团队, 是否是竞争对手买入或询价, 购买时限, 下一步行动, 或者其他等等?

2. Organize this information into the natural flow of conversation and create a lead qualification and capture device. Whether you use a paper form, or you rent and customize the show lead retrieval system, this will make a big difference in the quality of information you capture.

将这些信息组织梳理成自然的对话形式，并据此创建一个潜在客户资格识别与收集设备。无论您是使用纸质表格，还是租赁并定制一个展会潜在客户检索系统，都将对您捕获的信息质量产生非常大的影响。

Sample paper lead form:

潜在客户样表

The form is titled 'OPPORTUNITY CARD' and includes the following sections:

- Contact information:** Name, Company, Direct Phone, E-mail.
- Relationship with company:** Customer, Prospect, Suspect, Other.
- Marketing recon:** How did you LEARN ABOUT EXHIBIT? (Web, Mail, Show, Other).
- Situational questions:** Type of COMPANY? (Wholesale, Retail, Direct), Using PRODUCT SERVICE? (Yes, No), GOING PROBLEMS? (Product, Problem, Other).
- Area of interest:** OPPORTUNITY? (Product, Service), ROLE in the Industry? (Engineer, Operator, Executive, etc.).
- Qualification questions:** EVALUATION? (Accuracy, Speed, etc.), INDEKRAM? (Yes, No).
- Next action:** What are your ACTIONS? (Call, Mail, etc.).
- Space for free hand notes:** A section labeled 'NOTES'.

Priority: A - B - C Taken by: _____

3. Train your booth staff on asking the questions in the proper sequence, and using the capture device, before you get to the booth.

在展会开始之前，训练您的工作人员能够按照正确的顺序对访客进行询问，并学会使用潜在客户搜集设备。

4. To get visitors to commit to the next step, avoid assuming that they have interest. Be sure to ask the visitor what their level of interest in your products is? and what they think the your next step should be?.

为了让访客能够继续下一步，千万不要假设他们已经产生了兴趣。去询问他们对您产品的有多感兴趣?以及他们认为您的下一步应该是什么?

5. Be ready to physically give them, or email them, follow-up information on the spot. Research has proven speed of response dramatically increases lead conversion rate.

准备好当场、或通过电子邮件给他们相关的后续信息。研究证明，反馈速度可显著提高潜在客户的转化率。

6. Develop your lead follow-up plan before coming to the show, so you can follow-up quickly.

在参加展会之前制定您的潜在客户跟进计划，以便您可以及时跟进。

7. And finally, do not give up too quickly on leads. Your philosophy should be “any lead worth taking is worth following up on”, and that you’re going to stay in touch with each lead for as long as it takes. Be there when the buyer is ready to buy, not just when you’re ready to sell!

最后，不要过早放弃您的潜在客户。您的理念应该是“任何值得拿下的潜在客户都值得跟进”，并且只要潜在客户需要，您就应当与他们每个人都保持联系。在买家想买，而不是您想卖时做好充足的准备。

Lastly, please note we are providing new exhibitors with an E3 Exhibiting Effectiveness Evaluation. The purpose of this program is to 最后，请注意我们将为新的参展商提供E3参展效果评估。这样做的目的是：

1) reinforce areas of effectiveness, and

强调您的高效的方面，并

2) identify potential areas that can be improved so your company gets more value and results. During open exhibit hall hours, a highly experienced show expert will visit your exhibit and observe your exhibit in action. They will not need to interrupt your booth activities during this process. However, the evaluator will be taking photos of your booth, which will only be used in a confidential report you’ll receive.

识别出可以改进的潜在方面，以便您的公司获得更多价值和更好的参展结果。在展会进行期间，将会有经验丰富的展会专家将参观您的展位并观看您的展示。在此过程中，他们不会打断您的展位活动。同时评估员将对您的展区进行一些照片拍摄，但请您放心，该照片仅用于您后续将收到的机密报告中。

Shortly after the show, you will be emailed an Exhibiting Effectiveness Evaluation Report highlighting areas of effectiveness and identifying potential areas that can be improved so your company gets more value and results.

展会结束后不久, 您将通过电子邮件收到您的参展效果评估报告, 标识出您的高效领域, 指出可以改进的潜在领域, 以便您的公司获得更多价值和更好的参展成果。

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

如果您有任何问题, 不要犹豫, 赶快联系我们吧。