



# A 5 Step Framework for Better Trade Show ROI

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# Speakers

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BRUCE MCDUFFEE



DAVID LOVE



# Agenda

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1. KPIs & ROI formula
2. Step 1 - Increase Booth Attendance
3. Step 2 - Improve Sales Efficiency at the Booth
4. Step 3 - Rules of the Booth
5. Step 4 - Best Practice for Trade Show Lead Management
6. Step 5 - The High Impact Secret to Trade Show Success
7. Q&A

# Trade Show Key Performance Indicators

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1. Number of leads
2. Cost per lead
3. Number or \$ of new opportunities
4. Number or \$ of closed deals
5. Total show cost

KPI



# How to Calculate Return on Investment

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$$ROI = \frac{\text{profit} - \text{cost}}{\text{cost}}$$

Example:

Cost of show; booth, shipping, travel = \$50,000

Revenue from the show = \$150,000

Gross margin = 50%

Profit = Revenue x Gross Margin

ROI = (\$75,000 - \$50,000)/\$50,000 = .5 = 50%

25 leads – cost per lead is \$2000 per lead

# Step 1 – Increase Attendance

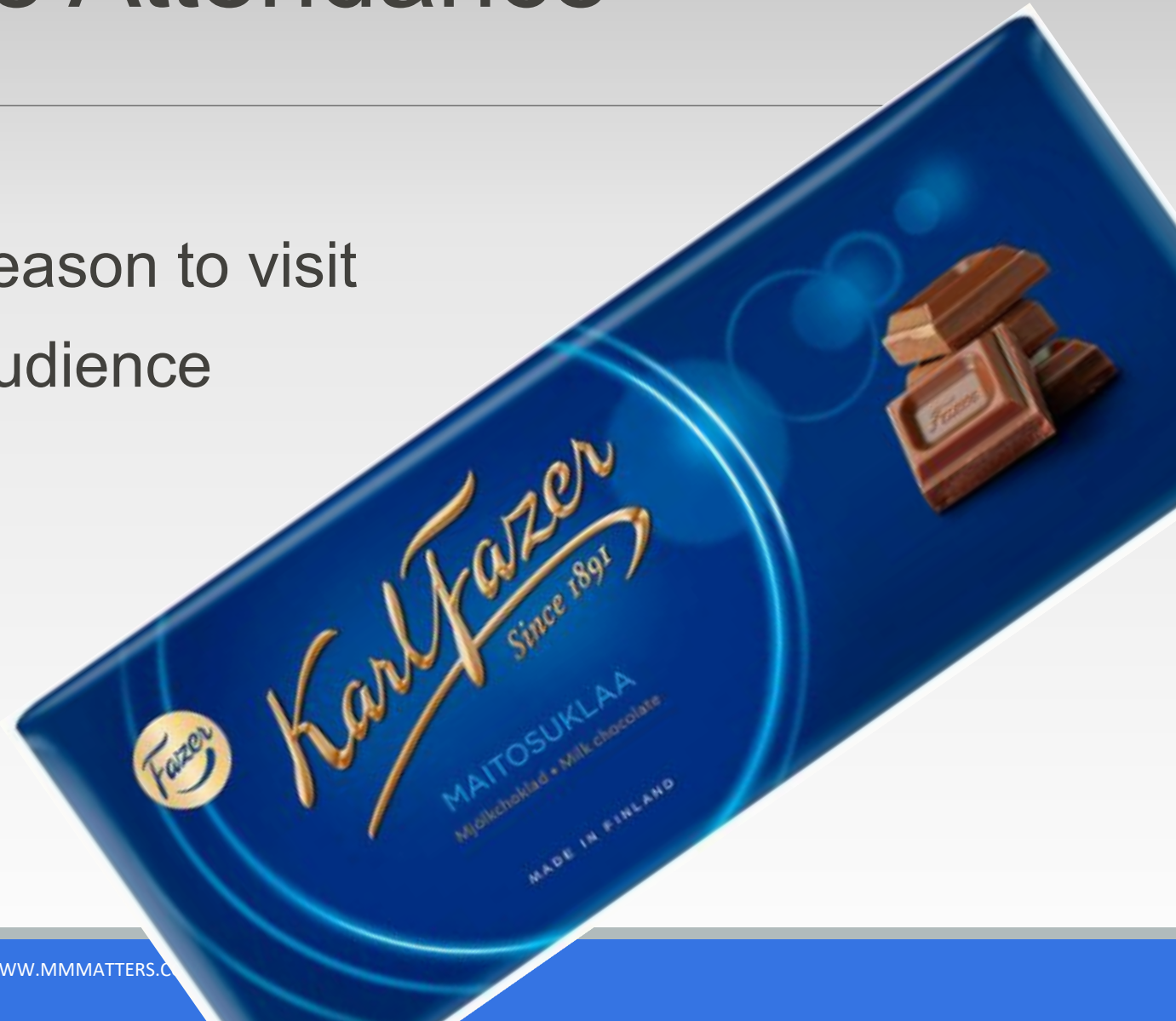
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80%

# Step 1 – Increase Attendance

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1. Do a pre-show promotion
2. Give them a meaningful reason to visit
3. Make it relevant to your audience



# Step 2 – Sales Process Efficiency

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## 1. Have a booth sales process

- Approach
- Qualify
- Pitch to their problem
- Secure a follow up
- Tell them what happens next
- Gracefully move them along



# Step 3 – Booth Rules

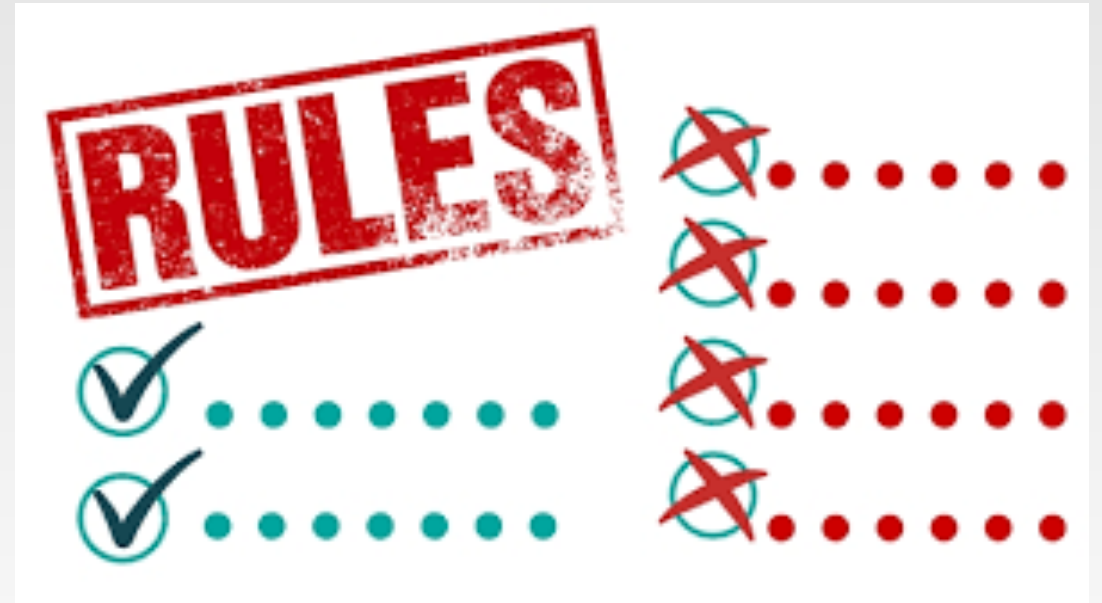
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# Step 3 – Booth Rules

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1. No eating or drinking in the booth
2. No phone calls when visitors are present
3. No non-show business in the booth
4. No sitting
5. Never leave an empty booth
6. Be early and stay late
7. Guard the leads
8. Don't put the table in front of the booth





# Step 4 – Lead Management

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What is your definition of a lead? (KPI)



# Step 4 – Lead Management

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1. Be sure to have a tracking system in place (CRM or MAP)
2. Don't rely completely on Sales for follow up
3. Follow up within ONE business day
4. Use the marketing team to help nurture leads
5. Sales managers – follow up on each and every qualified lead
6. Every lead MUST have a disposition
7. Tag the leads/customers/deals to the trade show event for ROI

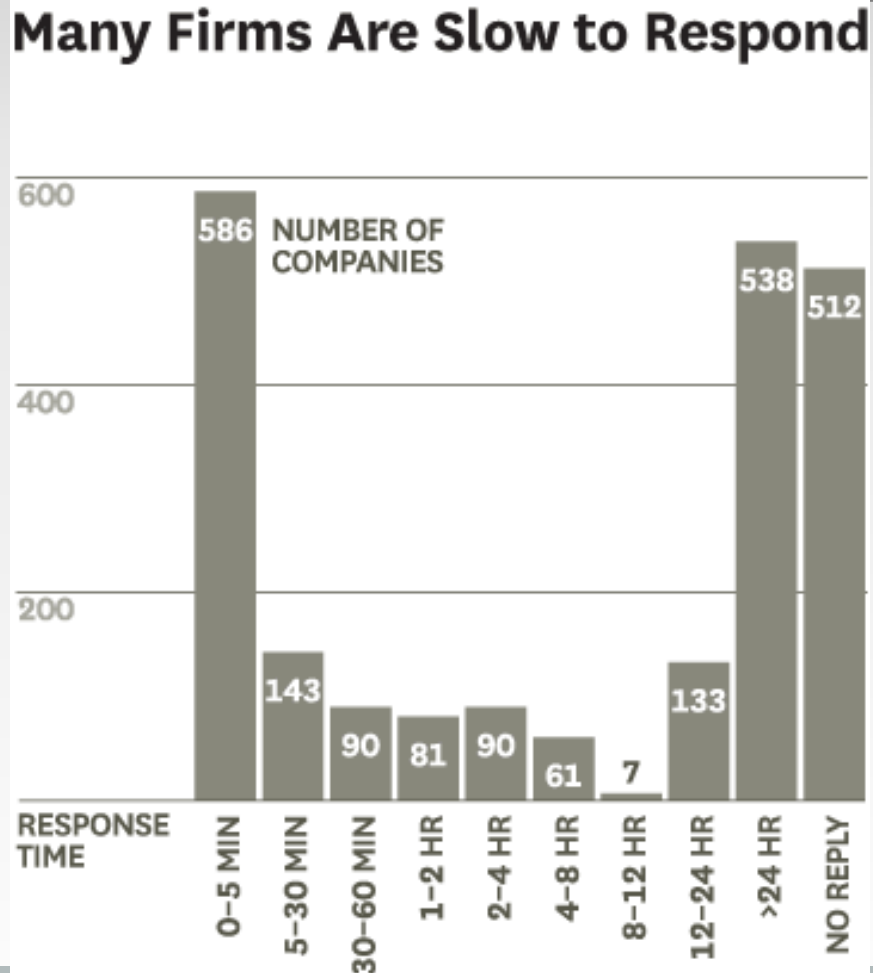
# Step 5 – The High Impact Secret

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**The single biggest killer of ROI is not following up on leads**



# Step 5 – Quick Follow up



This research found “the odds of making a successful contact with a lead are 100 times greater when a contact attempt occurs within 5 minutes, compared to 30 minutes after the lead was submitted. Similarly, the odds of the lead entering the sales process, or becoming qualified, are 21 times greater when contacted within 5 minutes versus 30 minutes after the lead was submitted.”

# Lead Follow up Cadence

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## **CADENCE FOR PROSPECTING ATTEMPTS**

- ATTEMPT 1: Call & Email – First Call (Intro)
- ATTEMPT 2: Call & Email – Second Message ( 2 days after 1<sup>st</sup> call)
- ATTEMPT 3: Call & Email – Third Ping ( 2-3 days after the 2<sup>nd</sup> call )
- ATTEMPT 4: Call & Email – Should I stay or go (2 days later)

4 ATTEMPTS in 10 -12 DAYS – shows professionalism & persistence

# Summary

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# Free Trade Show Promotion Consult

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- 30 minute call with Bruce
- Review your pre-show promotion idea or come up with a new one
- Email: [bruce@mmmatters.com](mailto:bruce@mmmatters.com) to set up your call

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# Questions?

# Do This Today!

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1. Create a spreadsheet to track your KPIs and ROI of each show.
2. Make it a mandatory practice to track each show
3. Watch the trend over time
4. Use this data to decide if your money is well spent or if you're burning cash in the parking lot.





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