

DURING THE EXPO, SELFLESS – LEAD QUALIFICATION & DATA CAPTURE; COLLECTING ACCURATE DATA #23 OF 36

EXHIBITOR TRAINING VIDEO



You will meet many visitors at the Expo. You will have conversations with them at your stand, during refreshment breaks, in seminars, at networking events or even when visiting other stands. If you collect accurate information at the show, then you'll find it quicker and easier to remember those conversations afterwards, and to execute the follow-ups effectively. So how do you ensure that you collect accurate data? And how should you record the information you receive? Answer: by keeping it SIMPLE.

'SIMPLE: Simple form, Information recall, Maintain consistency, Process agreed, Logging data and Extras.'

SIMPLE FORM

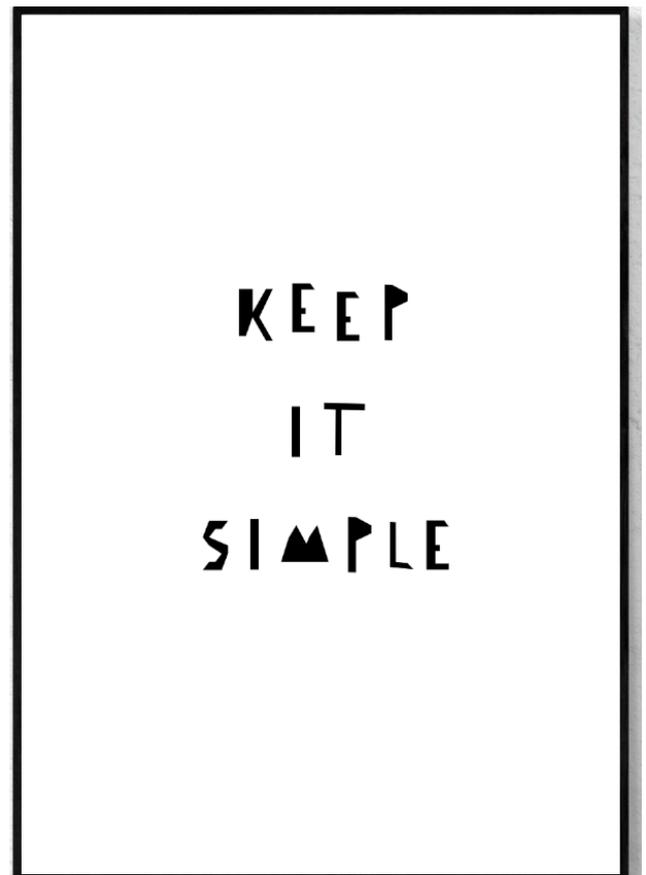
Whether you decide to use business card apps, data capture forms or a bar-code scanner, the important thing is to keep it simple. Using short hand text, check boxes on forms, and agreeing keys for lead classification are some examples of how you can keep it simple.

INFORMATION RECALL

Give yourself time to recall the information and record it after the conversation. Having the right numbers of staff at the stand will provide opportunities to spend time recording the information correctly. Knowing your qualification process thoroughly will also help in recalling the key information after a conversation.

MAINTAIN CONSISTENCY

Ensure every team member collects the data in the same way, so consistency is maintained throughout.



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PROCESS AGREED

Agree a complete process. Start with the end in mind - how you will be following-up - then work backwards to ensure you'll gather all the data you'll need. All team members need to be fully trained in the process.

LOGGING DATA

Be disciplined about logging the data; don't wait too long to record it. Agree times for staff updates to make sure everyone has logged the details they need to record. Make sure data is then stored securely.

EXTRAS

Account for the extra conversations you may have when visiting other stands, attending seminars, having a refreshment break. Keep business cards with you at all times and use your qualification questioning in a very casual way to determine if new contacts could be a potential prospect. And of course, invite them to your stand. Finally, log that conversation and follow-up.

SUMMARY

You cannot underestimate the importance of collecting accurate data. By using the acronym SIMPLE, you will make it easy for yourself and your team to ensure you are up-to-date with accurate data collection. This will help you in following up effectively.

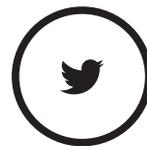
NEXT: FOOD AND FLUIDS

Our next topic will be the fourth letter of SELFLESS: F - Food and fluids, and why every exhibitor needs to take time out to give themselves fuel for the show.

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