

## **Sales Lead Handling and Tracking to Shorten the Sales Cycle (Cont.)**

### **The Salesperson's Responsibility: Lead Followup, Sales Conversion and Reporting**

According to your post-show plan, and specified in accompanying instructions, the following guidelines are suggested by his sales manager:

- All hot leads must be contacted by telephone within 72 hours.
- All other leads must be contacted within 15-30 days after receipt.
- All prospects must receive either a visit or literature, whichever is more appropriate, within 30 days after receiving the leads.

It is imperative that all sales leads are followed up. Many people who visit shows and request information complain that the request was never honored. As mentioned before, a blanket mailing with some prioritized levels of customized materials can be sent by you, from headquarters, to all prospects, immediately at the close of the show. This provides a support tool for the field person who will be making the follow-up telephone and/or personal call.

If you want to add some excitement to the lead follow-up process, incorporate and implement an incentive program for lead follow-up. Offer prizes, or cash bonuses, to those who follow up all leads within a defined period of time. You could also offer a price to the first person who takes an order.

Publicize trade show sales facts and figures. Recognize achievers. Build enthusiasm and an incentive for the sales force to perform. Show that you mean business in holding them accountable.

### **Financial Reporting**

Monthly activity reports yield figures that measure the success or failure of the trade show effort and its profitability. These figures should be distributed to the decision makers in your company because you want to prove that:

- The trade show program is profitable.
- Their decision to support your program is correct.
- Goals and objectives are measurable and attainable.

Typically, financial reports to management should show the following: net sales, profit contribution, return on investment, cost per lead, gross margin contribution, cost of goods sold, program cost.