

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

Requalifying Leads

Inaccurate qualification can result from the pressure at the show or misrepresentation on the part of the prospect.

Your post-show plan provided that the requalification process would be handled in the field or by a telemarketing staff at headquarters before the leads were distributed to the field. Just remember that time is of the essence.

The Value and Handling of Lower Priority or Disqualified Leads

- ▶ Let the leads be handled by the telemarketing or Direct Response Center.
- ▶ Send them to the area manager.
- ▶ Put them on a general mailing list.

Monthly Reporting

Local area, regional and district managers are responsible for motivating the sales field staff to convert leads into sales. You have provided forms for reporting status of action. You provided instructions on how to use the form with a letter signed by the sales manager.

Remember that managers are held accountable for the actions of their people. They have the ability to demand and expect monthly reports.

The plan specifies that you also receive copies of the monthly reports from the manager. You are in charge of justifying the profitability of the trade show program. You need to track sales!

The monthly report form should be as simple as possible. It should tell you how many orders closed, which potential leads did not result in orders, and which ones are pending.