

Lead Follow Up

Start to follow your exhibition leads up immediately whilst it is fresh in people's minds.

Hot leads can go cold very quickly and exhibition leads are often as hot as you can get!

You will have met the contact and they will have seen what you do, so call the prospect before your competitor does.

Prioritise your sales leads

- A** - Need/requested an appointment, ready to buy
- B** - Requested a call
- C** - Gathering information/send brochures

Allocate time to follow up leads immediately after you return from the exhibition, and the key point is to continue to follow up; follow up twice as long and you will get twice the results.

Try varying the follow up;

- Phone call
- Fax
- Email
- Post : Letters/Marketing

By just extending the follow up period you will be amazed by the results and remember to measure your success.