



## Turning A Trade Show Disaster Into A Trade Show Triumph

### Problem

This client was in the printed circuit board business and was contemplating spending \$10,000 on an upcoming trade show. As this was a small company with fewer than 10 employees they were very concerned about this expenditure, and with good reason.

The problem was that they had attended the same trade show a year previously and had not generated a single useful sales lead. They were very concerned about attending this upcoming trade show and getting the same kind of poor (actually non-existent) results.

### Action

Once we assessed the specific actions taken by the client prior to their last trade show (which to put it mildly was a disaster) we developed a very simple action plan for their upcoming trade show. The key steps were as follows.

First, we changed their show objective from trying to close a sale during the show to generating qualified sales leads. Second, we developed a simple at show lead generation technique that would quickly assess booth visitors and identify qualified sales leads. Third, we developed a powerful offer that would only be of interest to their most-desired prospects. Fourth, we developed an effective way to follow up with these sales leads to maximize the probability of converting them to customers.

Once this was done we trained all of their booth staff on how to implement the trade show action plan by spending a morning with them and reviewing the process, teaching them their parts within the process, and performing role playing with them to ensure they had a great level of comfort.

### Results

The client obtained 40 qualified sales leads from the trade show. They were ultimately able to successfully convert 10 of these leads to customers who continue to make ongoing purchases. They benefited from two positive results. They received a substantial return on their trade show investment and on their investment in our consulting services.

## How We Can Help You Grow Your Company

Broadfield Consulting makes it easier for manufacturers and industrial (B2B) companies to increase profitable revenues by improving their marketing and selling methods.

If you are a manufacturing or industrial (B2B) CEO/business owner and you are interested in discussing how to improve your rate of profitable growth please contact Andrew Shedden at 705-876-0634 or at: [www.broadfieldconsulting.com/contact-us/](http://www.broadfieldconsulting.com/contact-us/)