



Do's and Don'ts to maximise Lead Generation

- 1 Stand up and talk to the visitor.
- 2 Give people a reason to visit your stand.
- 3 Be a nice, friendly, normal human being. Don't listen to sales experts.
- 4 Let people know you are exhibiting before they arrive.
- 5 Don't jump on people in the aisle, or just hand out brochures or samples.
- 6 Have back up plans.
- 7 Learn how to smile.
- 8 Don't use more than 10 words on your stand.
- 9 Follow up every conversation you have.
- 10 Don't do your office work on the stand.
- 11 Don't judge the visitor based on your preconceptions.
- 12 Shell scheme is horrible - cover it.
- 13 Think about all the possibilities and use all the senses.
- 14 Do your research on your target market.
- 15 A gadget is a lazy prize be creative.
- 16 Measure everything.
- 17 An empty stand gets no interest.
- 18 Accept that people will ignore you.
- 19 Use technology and social.
- 20 Plasma screens hate PowerPoint slides and boring corporate videos.
- 21 Set some objectives.
- 22 Set specific roles for each member of the team, spotter, sales, technical.
- 23 Qualify the leads before giving out samples.
- 24 Listen as much as you talk.