

How to Get Qualified Leads at Trade Shows



Attending, networking, and selling at trade shows are an integral part of any sales manager's role. But trade shows can feel long, tiring, and you want to make sure you're getting a return on your investment. One way to ensure trade show ROI is to get qualified leads. Here are some fail proof ways of doing just that.

5 Tips to Get Qualified Leads during Trade Show Season

1. **Smile!** It seems like common sense but even the most positive person can get tired after multiple days, selling, networking, and being on the show floor. But without a smile and a positive attitude, visitors won't want to come to your booth; forget engaging with them about your product. And it's hard to greet prospects with a smile if you're looking at your phone!
2. **Avoid "selling" your products or services.** Everyone at a trade show already expects to be pitched so don't give them more of the same. Instead just start conversations with people. As part of "listening" and "getting to know them" you can start to identify this person's needs and whether or not they are a potential prospect. And remember: not everyone IS your target customer! Take yourself out of the role of salesperson and into the role of "human". This also makes you seem less self-serving and threatening to the prospect. And while they may not be in the market for your product now, they'll be more inclined to call you in a few months or even years later when they are.
3. **Ask the right questions.** With every answer you get, think about how your business can help. Then show them. Of course, demonstrations and case studies are great to have at your booth - or to book time to show people after the trade show when we can all assess, weigh and concentrate on priorities.
 - a. What is your municipality's/organization's upcoming challenges?
 - b. What's holding you back from reaching your goals?
 - c. How does your organization define success?



4. **Know when to say goodbye.** Your time on the trade show floor is precious. You can't waste it on a prospect who won't pan out. If you have a booth visitor who is just there for your cool demos or your free giveaways, if they're a competitor, or if they've already been qualified it's ok to send them on their way. Just do it right. Make eye contact, give them a smile, a handshake, and thank them for their time.

5. **Attend the right shows and talk to the right people!** It goes without saying that picking the right shows to attend is also critical. It doesn't have to



be the biggest show, or held in the biggest cities with the biggest crowds. Quality trumps quantity every time. And while everyone wants to talk to the "decision makers", the people who write the cheques aren't necessarily the ones who write the specs. So don't get fooled by appearances or job titles. The staff who actually use a piece of equipment or service can have a

significant influence on purchasing decisions. And the best trade show to meet the right people? The AORS Municipal Public Works Trade Show, of course!

What is Trade Show ROI?

Municipal public works trade shows are an opportunity to create new relationships and bolster old ones. They're a chance for you to put your best foot forward and showcase all of the excellent products and services your company brings. Test out these tips at the next [AORS Municipal Public Works Trade Show](#).