



In the end-of-year summations, the one statistic that rankles most is the lead not followed. You developed the lead at a trade show, handed off the information to the Sales department, and they did nothing with it. According to trade show research, as many as 80% of all trade-show leads meet this fate.

With these three tips, you can take control of this statistic and even turn it around. Use these ways to get back in touch with hot prospects.

1. Add them to your social network.

Google and other search engines make it easy to track down leads and discover which networks they use: Twitter, Facebook, LinkedIn, or any of the other social sites. Send them a quick message and a friend request.

2. Send holiday greetings.

Reopen negotiations with a simple non-denominational email or greeting card. Mention where you met, and let the recipient know how to get in touch with you.

3. Offer a holiday gift.

Cases of Scotch are out. According to Chris Brogan, "information is in." Give them a taste of the services your company can provide. Offer them a free white paper to download and perhaps a discount on the first order. Your generosity might well be repaid.

And don't forget to track the success of these strategies, so next year sales will take your trade show leads more seriously!

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