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Post-Show Lead Follow-Up

Most trade show leads disappear into a list after the event and never resurface. That's a waste, because you've already done the hardest part: starting a conversation at the exact moment you had their full attention.

This document is designed for anyone organizing a trade show or managing booth participation who wants to maintain momentum.

It is a practical blueprint that takes you from initial conversations to confirmed appointments in 14 days, without having to manually chase every lead indefinitely. After that, it establishes a rhythm to keep relationships warm until budget and timing finally align.

How to use this guide:

1. **Prepare the foundation first**, so you can follow up the moment the show ends.
2. **Follow the 14-day workflow**, step-by-step.
3. **Make a choice:** Decide who gets active follow-up toward an appointment and who goes into the nurture flow
4. **Treat this as a manual:** Copy the templates, fill in the blanks, and get started.

The Foundation – Preparation & Systems

Before the show begins, your "back-end" must be ready so you can hit the ground running immediately afterward.

- **CRM Configuration:** Ensure the right fields are ready to categorize leads instantly. Think: *Biggest Challenge, Role (Decision Maker/Influencer), Timeline,* and *Budget Status.*
- **Tech Stack:** Ensure a seamless connection between your scanning method at the show and your CRM. Automation should eliminate manual work, allowing your sales team to focus on the conversation rather than data entry.
- **Qualification Filters:** Pre-determine the criteria for a "Top Lead." Who gets an immediate call, and who enters the regular marketing funnel?

The 14-Day Workflow – From Contact to Appointment

In this phase, we combine actions with the right messaging. We use an **omnichannel approach** to stay top-of-mind.

Day 1: The Digital Handshake (Email)

> **Message:** *"Hi [Name], it was great speaking with you yesterday at [Trade Show]. As promised, I'm sending over the information regarding [Topic]. Given your focus on [Pain Point], it seems like a good idea to have a brief call next week to dive deeper. Would Tuesday at 10:00 AM work for you?"*

Day 2: The Connection (LinkedIn)

> **Message:** *"Hi [Name], it was a pleasure meeting you at [Trade Show]! I'd love to add you to my network to keep sharing insights about the [Sector] industry. Good luck with the post-show recovery!"*

Day 5: The Check-in (Phone)

Script: *"Hi [Name], this is [Your Name] from [Company]. We spoke last week at the trade show. I'm giving you a quick call to see if the information I sent was clear and if it aligns with your current priorities."*

Day 9: Adding Value (LinkedIn)

Message: *"Hi [Name], I came across this case study about [Similar Company] and it made me think of our conversation. This is exactly how they solved [Problem]. It might give you some inspiration for your own approach."*

Day 14: The Next Step (LinkedIn or Phone)

Message: *"Hi [Name], I recently sent you [e.g., the case study] regarding [Topic]. Was that valuable to you? I'd love to brainstorm for a moment on how we can [solve problem]. Shall we schedule 15 minutes for that next week? Let me know what time suits you best."*

The Selection – Focus on Quality

Not every lead is a customer right now. Don't waste time on the wrong profiles.

- **Behavioral Scoring:** Prioritize leads who actively open your emails or click on links. These are your hottest opportunities.
- **Filtering for Impact:** If the lead isn't a budget holder, treat them as an "internal ambassador," but focus your heavy sales efforts on the decision-maker.
- **The "Not Now" Group:** Get a "no" for now? No problem. Move them immediately to your long-term list.

Long-term Nurturing – Keeping Leads Warm (2–4 Years)

The largest deals often require a long lead time.

- **The Quarterly Check:** Send a valuable message every 3 months. No sales pitch—just a trend report, a new video, or an invitation to an event.
- **Personal Triggers:** See a company update on LinkedIn? Send a short congratulatory note. This keeps the relationship warm naturally.
- **Positioning:** By being consistently (but occasionally) present, you will be the first person they call as soon as that budget becomes available in two years.

Closing

When executed correctly, something simple yet valuable happens: leads don't stagnate; they keep moving. First toward an appointment, then toward a relationship, and finally—when the timing is right—toward a deal.

Make this the standard after every show:

1. Follow-up initiated within 24 hours.
2. Clarity on real opportunities within 14 days.
3. One valuable touchpoint every quarter thereafter, without sales pressure.

Strategy Session

Would you like me to think along on how to best translate this to your specific industry, the type of trade show, and your organization's sales cycle? Send me a message via LinkedIn. We'll make it concrete, including a clear selection of top leads and a workflow your team can actually maintain.