

# QUESTIONNAIRE:

## Take the lead with a survey card

If you rely exclusively on an automated lead retrieval system at trade shows, you are likely missing out on an opportunity to learn much more about your market. We recommend the use of a survey card at every show to capture as much data as you possibly can. After all, using a lead retrieval system only gives you a quick glimpse of your new prospect, while a trade show event should afford you the luxury of talking to prospects and gathering critical information.

The Tradeshow Network Marketing Group has designed all types of surveys, from basic to elaborate. We recommend that you develop a survey based on the needs of your customers and prospects, which can help you direct the future growth of your company and the products and services you bring to the market. Focus the survey on your basic business issues, such as the market perception of your brand or the level of customer satisfaction.

Use a lead retrieval system that prints labels to capture basic contact information and then adhere that label to the survey card before asking the client to provide input. Find out why this person stopped by your booth, their needs for your products, and any cause for urgency in the buying decision. These questions will help you determine the quality of the prospect attracted to your booth. The survey results will allow you to analyze the effectiveness of the event and identify the top 10% of leads for your salespeople to call. This strategy requires that before the event you determine the qualifications of an "A" lead that you need to call back within a week of the show. To entice people to complete your survey, you need to provide an incentive. The incentive should be geared towards the needs and desires of your target market. Make sure your offer is relevant and valuable. Give your best prospects and clients a reason to seek out your exhibit and complete the survey card.

**Enter to Win!** BYE AID With us, it's personal.

**1st Prize:**  
A one-week trip for two to your choice of destinations - valued up to \$2,500

**2nd Prize:**  
An Apple 20GB iPod or a Casio Exilim EX-240 4MP credit-card digital camera

**3rd Prize:**  
A \$100 American Express gift certificate

Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

The survey process involves:

- educating people on your products and your exhibit through pre-show mailings, e-mail blasts and bold graphics and messages on the show floor
- enticing prospects to visit and complete the survey through a relevant incentive
- talking to visitors as they fill out the survey card, and following up after you collect the data.

**THE TRADESHOW NETWORK MARKETING GROUP**

With a survey tool at your next show, you will be able to collect vital information about your target market to share with sales, while keeping organized and relevant, which will help identify your best prospects and drives results!

### **Pop Quiz: What should you ask on an event survey?**

The event strategists at The Tradeshow Network Marketing Group recommend that you create an event survey for every show where your company exhibits to capture critical market information. You can use the automated lead retrieval system provided by the show to generate contact labels, which your representative then can affix to the survey card to make it easier for the prospect to fill out the card. The survey should be designed to reveal your best prospects and shed light on their perceived future needs.

Here are a few key questions to ask of your marketing team as the basis for developing an effective event survey.

1. What are our show objectives? Why are we going?
2. Who is our primary target market and how can we reach them at this show?
3. Which product/services will we feature at this show?
4. Do we have something new or leadership position to introduce?
5. What do our clients know about our featured products?
6. What is the sales cycle for the featured product/s?
7. How can we determine where our prospects stand in that sales cycle (hot/warm/cold)?
8. Where do our prospects look for product information in general?
9. How do they perceive our company?
10. What incentive can we offer to help drive traffic to our exhibit?

By answering these questions of your marketing experts internally, you can design an effective event survey that will gather the most critical information from attendees and prioritize prospects for follow-up.