



## **80% of Event Marketing Leads are wasted** *The statistic that haunts our industry!* **ListeNation's Technology Answers the Call**

ListeNation is proud to launch the **Pre-recorded Follow-up System**.....

### **What is a PFS call?**

The ListeNation PFS call is the solution to the tradeshow/convention industry's most crippling shortcoming, the marketing-to-sales disconnect.

The PFS is a series of ListeNation Calls, sent at appropriate intervals to your on-site generated event leads. The PFS call guarantees every exhibitor lead will be followed up.

### **How does it work?**

PFS is as effective as it is easy to implement.

- ❖ Exhibitor's sales representatives record a series of 3 messages
- ❖ Exhibitor's booth staff uploads the daily event leads, after the show floor closes
- ❖ Message #1 is delivered the same evening the lead visits the booth
- ❖ Exhibitor's sales team answers incoming calls and updates lead list
- ❖ Message #2 is delivered 1 week after event concludes to non-respondent leads
- ❖ Sales team answers incoming calls and updates lead list a second time
- ❖ Final message is delivered 7 days after call #2 to all remaining non-respondent leads
- ❖ Delivery of detailed report for all attempts including those who were not reached

### **How are the messages scripted?**

Prior to the start of the show, each sales rep records his/her series of messages which are stored at ListeNation.

## **Messages:**

Message #1- Each individual sales representative records an informal message introducing themselves to the lead, sharing their contact information, thanking the lead for stopping by the booth and requesting a conversation to continue the information process. This call is delivered on the day first contact is made, ensuring a sense of urgency and a commitment to excellent customer service to that lead.

Message #2- The sales representatives records a message reaching out a second time to the non- responding leads. This message should reference a website, email or direct mail piece that the lead should be looking for. The lead should be directed to contact the sales representative if they need any further information or have questions after reviewing the information sent.

Message #3- The final message sent to non-responding leads. This message should convey the sales representative desire to at least speak to the lead to understand if the product is a fit or not. They will inform the lead that this is their last attempt to contact them via phone but they will be available for the lead at any time if they desire more information.

## **Who will benefit?**

### **-Show Managers-**

Imagine if you could promise your most valuable exhibitors that every dollar they spend at your show will be fully leveraged and that every lead they harvest will be touched. If you could promise that every dollar spent at this years show will be more potent then ever. ListeNation's PFS call will revolutionize your relationship with your key exhibitors by giving you control of the final sales process.

### **-Exhibitors-**

Boost the morale of your sales team by delivering incoming hot leads. No longer will your sales team dial through endless lists of event leads with limited success. PFS will eliminate wasted efforts; hand dialing leads that are not in the office, with leads that are not receptive at the time of the call and with leads who were not truly interested.

### **-Exhibitor Coaches-**

Motivate your team like never before, by offering the total package. Before the PFS call, your sphere of influence ends on the show floor. With the PFS call you can create a unified vision from first meet to meeting date. Now you can deliver to your client the results they demand instead of a desk drawer full of un-reached leads.

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