

LEADS: LOVE 'EM, OR LOSE 'EM.

Why's this guy smiling? Because, he's got tons of show leads: his and YOURS!



Everyone knows 'show leads' are 'golden.' So do competitors. You've worked your tail off talking to potential customers at The Home Show and collected a bunch of leads ... You may have a drawing for a prize that attracted attendees, collected stubs, and plan a follow-up call to see if they're interested ... You might carry a contact book that you keep contact info for all the people you meet at the expo ... It's all the effort and attention you put forth wrapped up in a lead slip box, raffle bin or journal — it's your pot of gold. Protect them!

BEWARE! The moment you turn your back, all your leads could disappear in a flash!

As I said, everyone knows 'show leads' are golden. That includes your competitors. Over my two decades as a show producer, I've heard a dozen stories of people who had their leads **STOLEN**. It happens at shows when an exhibitor takes a break for lunch, a smoke, a restroom run, or steps aside for a cell call. Turn your back on the one thing you've been working hard to develop - potential customer contact information - and the result could **THEFT OF YOUR CUSTOMERS**. Crooks know it's easier to steal a business than it is to build one. (Just ask around. It happened to us.)

What to do?

KEEP LEADS WITH YOU . . . & PROSECUTE THIEVES !!!!!

Never loose sight of your leads. That means, never loose control of your booth. And that means, never forget your responsibility at a show is to protect your business as much as it is to promote it. Be vigilant and responsible over the whole weekend about the display, the products, the people and everything around you. That assures you won't be standing in front of show management crying, "I worked all day / all weekend to collect leads and the ubiquitous "they" stole 'em!" At that point, there's little more we can offer other than sympathy and lawyers.

There's a lotta sharks in the pool. Don't become their 'chum.'

Guidance provided by

Lil' Johnny

(Guided missiles provided by D.O.D. - IF you're interested.)

Comments to:

John@ChicagoHomeShow.Net



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. . . in 'real time' experience.