

SETTING UP YOUR SALES MEETING FOR SUCCESS

Booking face-to-face sales meetings during events is crucial for driving pipeline, so set yourself up for success early by defining how you want to execute your meetings. Once events are in full swing, you'll be glad you took the time to map out your meetings in advance.



1 WHERE

Decide on a location for 1:1 meetings that is convenient for your guests (e.g., at your booth, a conference room, lounge, or even a private suite).



2 WHO

Sales and marketing should work together to identify key prospects, customers and partners to meet with face-to-face during the event.

3 HOW

Reach out with a call campaign, email with incentive, or direct mail to get your meeting booked. Use a technology that allows you to automate the scheduling and keeps everyone on the same page.



4 THANKS

If you didn't offer an incentive for your meetings, leave your customer or prospect with a parting gift for their time (e.g., a sweatshirt for your loyal customer, or a piece of swag for your prospect).