

Post-Show Follow-Up

Which tradeshow life do you live?

B2B eCommerce Rock Star

Upsells buyers:

- sends visual meeting recaps directly thru app
- includes additional trending items for upsell
- creates draft orders to quote above buyer's budget

Knows buyer's budget, creates a draft order above it w/ item suggestions that trended at show, explains ROI

Gets orders from buyers who didn't make it to the booth by sending login w/ curated selection of products

Expedited buyers' meetings and had extra time to speak with prospects

Woos prospects by sending visual meeting recaps with personal messages

Sees that prospect opened message & follows up with timely call, successfully turning prospect into buyer



Just a Groupie

Down-sells buyers:

- loses pages of notes
- can't read his own handwriting
- oversells items & fails to suggest replacements

Doesn't know what trended at the show until the company sales meeting next quarter

Failed to keep a record of the buyers he saw during the show

Took so long with each buyer's meeting that prospects got bored and left

Managed to get business card of one prospect, but left it in pocket and washed it

Wonders why tradeshow ROI is so low

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