



## Get More From Car Care World Expo

### Information Gathering Ideas

Questions for your enhanced lead form:

- What did the visitor see at the booth (demo, product display, etc.)?
- What was their reaction to what they saw and heard?
- What similar products do they use now? What do they think of those products?
- What ongoing concerns did they mention in their visit to your exhibit?
- What questions did they ask about your company, and about your products?
- Is there anyone else in their organization who would benefit from learning more about your products and services?
- How would you like us to follow up?

Tips to remember:

- Use brief words and checkboxes as an easy way to get details
- Not every visitor will give you info for every question – use your best judgment
- Listing the questions on the lead form will help your staffers remember to ask those questions

Questions for your post-shift staffer survey (for use in preparing the content for a daily meeting)

Part 1 – Use the form to ask STAFFERS what visitors said during their time in your exhibit

- What were your visitors interested in (which product, company capabilities, people, new products, etc?) Why they were interested?
  - Company products \_\_\_\_\_ Additional company info \_\_\_\_\_
- What topics did your visitors bring up more than once?
- What was the easiest product or company question you answered today?

- What was the hardest question you either did not answer or had trouble with?
- Based upon visitor interest, how could you have been better prepared for today?
- What tools did you use most to help you tell our story (literature, product, demo)? Why?

Part 2 - Use the form to specifically document what KEY CUSTOMERS said during their visit

- Did you get the info you wanted and expected to during your visit?
- Did we address your top concerns
- Did you see all of our newest products?

Part 3 - Use the form to help identify key ideas and trends from the show

- Did you hear about a company or specific competitive product at the show? Give details
- Did you hear more about an idea that you think might help your business?
- Did you learn something new at an educational session?

Tips on designing and using feedback forms:

- Anticipate responses, and use checkboxes to allow easier use (example: list competitors and key competitive products)
- Make sure staffers know that info gathering is a key part of their job – especially on days 1 and 2
- Make sure staffers know the info they help gather will be shared with them every day in the feedback meeting – they are gathering to help each other, and themselves.

Contact me for more information and assistance:

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