

Tradeshow Lead Quality Increases by Asking the Right Question – Tradeshow Marketer Mitch Tarr Discusses Methods on “Listening Lounge” Podcast

Tradeshow Expert Mitch Tarr says there's one excellent way to raise the quality of your leads gathered at your next tradeshow - ask a good qualifying question.

SALEM, OR., December 21, 2006 – Vancouver, BC tradeshow marketer Mitch Tarr says so many tradeshow staffers are getting it wrong that they're letting as many as 70% of leads go down the drain.

Tarr discusses the plight of tradeshow marketers on the most recent edition of Interpretive Exhibits, Inc.'s "Listening Lounge" podcast, the tradeshow industry's first podcast.

QUALIFYING QUESTION SEPARATES THE WHEAT FROM THE CHAFF

Tarr says one quick way is to come up with 2 or 3 quick qualifying questions. Those questions will vary depending on the show and your objective at the show. For instance, at a home show, asking a visitor if they're a homeowner might be appropriate. If it's a tradeshow, asking a visitor if they own a small business that relates to your product or service might be the right question.

"No matter what the question is, be sure your staffers rehearse it and know it cold," says Tarr. "It may decrease the quantity of your leads, but it will really increase the quality of the leads."

The podcast is approximately 14 minutes long.

Interpretive Exhibits, Inc.'s "Listening Lounge" is the tradeshow industry's first podcast, available for listening or download at www.interpexhibits.com/podcast. Instructions on how to subscribe to the podcast are also available.

Tim Patterson, IE's VP of Sales and Marketing, hosts the online radio show. Tim spent 25+ years behind the mic in radio in various Oregon cities. He's been with Interpretive Exhibits since April of 2002, in charge of tradeshow sales and marketing.

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