SalesXperts Event Marketing and Lead Generation Process for 2008

1. **Planning** – SalesXperts and Client to have a pre-event meeting to discuss the upcoming event including date, time, venue, speakers, topic, invitation, action items and database.
2. **Database** – Client to send SalesXperts full database for the event, hopefully denoting the source for each contact. SalesXperts will load database into our crm and e-mail marketing software, check for incomplete and duplicate records.
3. **Invitation –** the invitation will be completed by Client and sent to SalesXperts for review. The invitation should *always* include a title for the event, a full agenda, Bio of speaker (if available), specific directions to venue, mention the complimentary breakfast, and what people will take away from attending.
4. ***E-mail Marketing –** SalesXperts will load the final version of the invitation and send it to contacts in the list with e-mail addresses. Client will begin reporting daily to SalesXperts on registrations.
5. **Outbound Calling –** Sales will begin calling all non-registered contacts on the list, prioritized by the activity they show on the E-mail marketing reports***.** Client will continue to deliver a daily registration report every morning to SalesXperts.
6. ****Confirmation calling –** A final registration list will be produced by Client one day prior to event, and sent to SalesXperts. SalesXperts will call each person the list, confirming them for the event (either live or by voice mail). SalesXperts will send a list to Client of any cancellations or other changes in the registration list.
7. **Event –** Client to record all attendees, gather evaluation sheets, and send to SalesXperts as soon as possible. Client will also compile a full list of non-attendees from the original registration list and forward to SalesXperts as well. Any contacts the local Client sales rep wants to protect and call themselves will be clearly communicated to SalesXperts.

SalesXperts Sales Lead Generation Program (Post event)

1. **Database –** SalesXperts will compile all appropriate lists from Client (Attendee, Non attendee, protected leads) and enter into new calling database.
2. **E-mail marketing –** Client will produce e-mail templates and any Client-branded collaterals they have developed to send to prospects for each specific event. SalesXperts will prepare the follow up e-mail and then send it to the properly segmented registration database.
3. **Lead Generation Calling –** SalesXperts will use specialized agents to follow up on event database and book leads for the appropriate Client sales reps. All leads will be scheduled for a follow up phone call, and a lead sheet will be sent directly to the sales rep.
4. **Reporting –** SalesXperts will produce a detailed set of reports on all phases of the campaign for each event.

The SalesXperts Difference

*SalesXperts takes advantage of its sophisticated E-mail marketing software and process in several ways that add value to the client. Once the e-mail is sent through our system, we know immediately who and when someone opens the e-mail and what they opened. The greatest advantage of this is that it tells us which decision makers are actually in the office by their activity, and therefore can be prioritized in the calling process. This allows us to actually speak with a significant amount of more people, allowing us to get better results in the campaign, and giving our clients more value for the hours they are paying us for. The greatest challenge, and therefore the most costly part of this process to the client, is actually reaching a decision maker live. Allowing us to take advantage of the process we have developed helps eliminate a lot of this excess cost.

It also allows us to track the activity and interest of your market. We can report on how many contacts opened the e-mails, and what they chose to look at. Especially on the follow up Lead Generation campaign, it helps marketing departments gather data on their prospects, and show that hundreds of prospects in the market have been exposed to Client-branded collateral. Our clients also like us doing this as it provided some accountability into the process, and show that all the activity is having an impact in the market.

**Confirmation calling is another integral part of our process. Completing a live confirmation call solidifies the prospects responsibility to go to the event. It also allows our caller to book another decision maker from the contact if the original one claims they cannot attend now. Our history of doing technology events for ten years has proven that live confirmation call boosts attendance significantly.

SalesXperts has developed a consistent, sophisticated, and highly successful process for our technology clients events. It maximizes attendance with qualified prospects, follows up with all qualified registrants in a timely manner, and produces real sales leads. We have developed this process over ten years and hundreds of campaigns. We have measured what works, instituted best practices, and fine tuned it so it delivers the highest Return on Investment for our clients.