



# TRADE SHOW PROFIT SYSTEMS

## CONFIDENTIAL SITUATION REVIEW APPLICATION

Business Name \_\_\_\_\_

Business Street Address \_\_\_\_\_

Years in Current Business \_\_\_\_\_ Business Phone \_\_\_\_\_

Corporate Web Site: \_\_\_\_\_ Fax \_\_\_\_\_

Your Email \_\_\_\_\_

**BRIEFLY DESCRIBE CURRENT BUSINESS (AND ATTACHOR RETURN ONE BROCHURE, SALES LETTER OR OTHER DOCUMENT REPRESENTATIVE OF YOUR BUSINESS)**

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### DO YOU REGULARLY OR FREQUENTLY USE:

Trade Shows	_____ YES	_____ NO
Corporate Events with Trade Shows	_____ YES	_____ NO
Corporate Events without Trade Shows	_____ YES	_____ NO
Training Seminars	_____ YES	_____ NO
Targeted Marketing Lists	_____ YES	_____ NO
Direct-Mail	_____ YES	_____ NO
Web Site Lead Generation	_____ YES	_____ NO
E-Mail Marketing	_____ YES	_____ NO
Print Media Advertising, Local	_____ YES	_____ NO
Print Media Advertising, National	_____ YES	_____ NO
Newsletter Marketing	_____ YES	_____ NO
Joint Ventures with other businesses	_____ YES	_____ NO
Tele-Marketing	_____ YES	_____ NO

Three reasons why you currently attend Trade Shows \_\_\_\_\_

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Are these reasons directly tied to a bottom-line outcome, a measurable return on investment or objectives, or a prominent stated corporate goal? No \_\_\_\_\_ Yes \_\_\_\_\_

Three Positive outcomes from your current trade show program \_\_\_\_\_

\_\_\_\_\_

Three Negative outcomes from your current trade show program \_\_\_\_\_

\_\_\_\_\_

The average expense to exhibit at a trade show \_\_\_\_\_

The average return in sales or objectives from a trade show \_\_\_\_\_

**HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT:**

**A: Consistently attract new leads** \_\_\_\_\_

**B: Actively pursue repeat business** \_\_\_\_\_

**C: Reach out to inactive or former customers** \_\_\_\_\_

**D: Up-sell to current customer base** \_\_\_\_\_

**E: Stimulate referrals** \_\_\_\_\_

**How do you systematically develop your leads?**

**What is your average lead conversion percentage?**

**Where are the leads from your last 2 trade shows?**

**Who typically controls the development of your leads?**

**Do you use: a) Sales Reps b) Distributors c) In-house Sales d) Business Development**

Please rank each of the following sales and marketing items according to the difficult or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, **1=Significant, 5=Least Significant**.

ALSO, number the ten most important items to you 1-10, **1=Most important, 10=Least important**

**Ranking of Importance (1-10)**

**Significant ----- Insignificant**

_____ Generating sufficient QUANTITY of leads/clients	1	2	3	4	5
_____ Generating satisfactory QUALITY of leads/clients	1	2	3	4	5
_____ Converting leads to sales/customers	1	2	3	4	5
_____ Controlling costs of advertising, lead generation, client acquisition	1	2	3	4	5
_____ Client retention	1	2	3	4	5
_____ Stimulating repeat business from clients	1	2	3	4	5
_____ Stimulating referrals from clients	1	2	3	4	5
_____ Improve Branding	1	2	3	4	5
_____ Responding to marketplace changes, competition	1	2	3	4	5
_____ Taking advantage of new opportunities, new technologies	1	2	3	4	5

**Describe any major goals you are actively working toward:**

#1: \_\_\_\_\_

#2: \_\_\_\_\_

#3: \_\_\_\_\_

#4: \_\_\_\_\_

#5: \_\_\_\_\_

**RANK YOURSELF IN BUSINESS (LEAD) DEVELOPMENT EXPERIENCE: (Mark one)**

- \_\_\_\_\_ Very knowledgeable; serious student; very active in using strategies
- \_\_\_\_\_ Very knowledgeable; serious student; but not very actively implementing
- \_\_\_\_\_ Somewhat knowledgeable, actively implementing
- \_\_\_\_\_ Somewhat knowledgeable but not very actively implementing
- \_\_\_\_\_ A relative novice

**RANK YOURSELF IN DIRECT MARKETING EXPERIENCE: (Mark one)**

- \_\_\_\_\_ Very knowledgeable; serious student; very active in using strategies
- \_\_\_\_\_ Very knowledgeable; serious student; but not very actively implementing
- \_\_\_\_\_ Somewhat knowledgeable, actively implementing
- \_\_\_\_\_ Somewhat knowledgeable but not very actively implementing
- \_\_\_\_\_ A relative novice

**RANK YOURSELF IN DIRECT SALES EXPERIENCE:** (Mark one)

- Very knowledgeable; serious student; very active in using strategies
- Very knowledgeable; serious student; but not very actively implementing
- Somewhat knowledgeable, actively implementing
- Somewhat knowledgeable but not very actively implementing
- A relative novice

Why do you need help with your trade shows?

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Fax Back Application to: 330-753-1608

Or email to: [help@tradeshowprofitsystems.com](mailto:help@tradeshowprofitsystems.com)