EVENT BEST LEADS

THE STAND SCAN

A simple lead-gathering process for trade shows

Talk to everyone. Segment quickly. Connect with the right people.
Then move on to the next person.

At a trade show, you want to talk to as many people as possible.

You never really know where the opportunities are going to come from. So don't stand back waiting for the 'right' person to approach you.

Instead, use a simple process to engage people, segment them quickly, capture the right details, and move on.



1 HOOK

Give people a reason to stop.

- Offer a small instant giveaway — a mini chocolate, magnet or something else that fits your stand.
- Offer entry into a bigger prize draw being drawn that day.
- Keep it friendly, quick and easy.

Remember:
The small gift gets the conversation started. The prize draw gives people a natural reason to hand over the contact details if they've won.

Keep prize-draw entry and permission for marketing follow-up separate. Be clear about how people's details will be used.

2 SEGMENT

Work out quickly who you're talking to.

- Ask one fast question that separates the people you want to know more about from everyone else.
- Ask another only if it helps you decide what to do next.
- You'll probably only need one or two good segmentation questions.

Remember:
You're not trying to run a full sales conversation. You're trying to work out whether this person is worth more time or follow-up.

3 CONNECT

Capture enough information to follow up meaningfully.

- Collect the contact details you need, with the person's permission.
- Add a quick note if there's something important to remember about them.
- Make it easy for the right person on your team to follow up later.

Remember:
A promising conversation is not much use if nobody can reconnect with the person afterwards.

4 MOVE ON

Once you know enough, keep the stand moving.

- If the person isn't a strong prospect, be friendly, thank them, and move on.
- If they are worth following up, make sure you have what you need — then move on.
- There's another person walking past.

What about pitching?

If at any point you think the person is worth pitching to, pitch.

Hook → Segment → Connect isn't a rigid script. It's a simple way to process stand traffic efficiently. Use your judgement.

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If it's useful, there are a few more free one-page tools on our website to help you build and prepare your own stand process.

eventbestleads.com