EVENT BEST LEADS

A PRACTICAL TOOL FOR EXHIBITORS

SEGMENTATION QUESTION BUILDER

Create 1–2 questions to quickly find the right people at your trade show

1 HOW TO USE THIS TOOL

Creating a set of questions to quickly screen attendees is a simple idea. This one-pager will help you do it. Use the examples and steps below in whatever way works for your business and your show.

The approach applies to any industry. Here, we're using bespoke kitchens.

- You don't need a long list of questions.
- Build a few, then choose your best one or two.
- Keep it quick and natural — this is segmentation, not a full sales conversation.



2 INDUSTRY EXAMPLE: BESPOKE KITCHENS

Here's an example of how to develop segmentation questions for a business offering full bespoke kitchen design and installation.



OUR OFFER
Full bespoke kitchen design and installation.

TARGET LEAD
Homeowners planning a complete kitchen replacement within your service area who are still choosing a supplier.

1	**Are you looking at a whole new kitchen, or a few changes?**	Identifies full replacements versus smaller alterations.
2	**Where's the house?**	Establishes whether the project is within your service area.
3	**Are you still choosing who'll design and install it?**	Identifies whether the supplier opportunity is still open.

Use these as examples to test and adapt for your own offer. Two or three questions are usually enough: once someone fits, capture their details for follow-up and move on.

3 WHAT TO DO NEXT

DESIGN
Think about your target customers and what makes them different. Write a few possible questions and choose your best one or two.

ROLE PLAY
Practise the questions with your team. Do they sound natural? Does everyone understand what different answers mean?

USE
Try your questions at the show. Listen to the answers and see whether they help you decide who to spend more time with.

ADAPT
If a question doesn't work as well as you'd like, change it. The best questions are the ones that work on your stand, with your visitors, for your business.

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Develop questions for your particular business, practise them, use them at the show, and refine them. Simple, but powerful.

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