EVENT BEST LEADS

SEGMENTATION QUESTION BUILDER

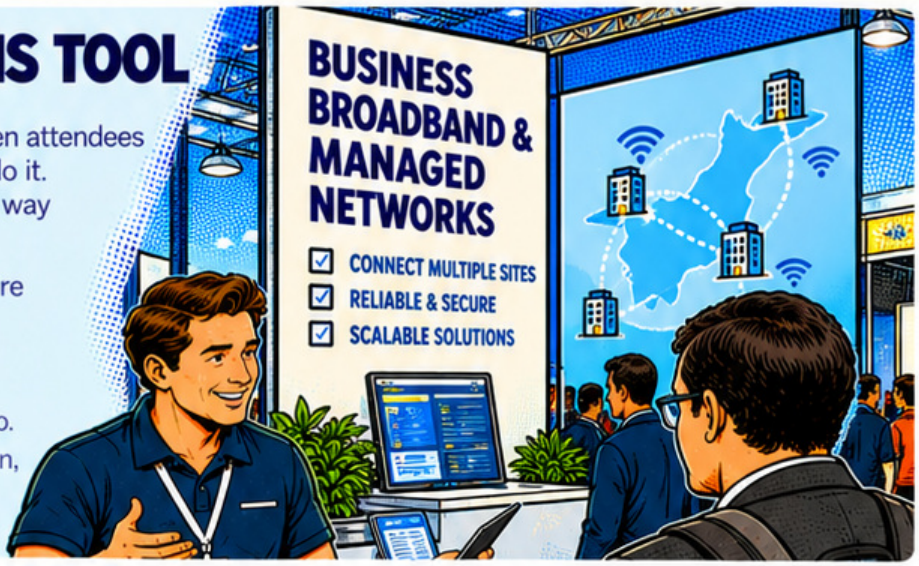
Create 1-2 questions to quickly find the right people at your trade show

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 **broadband.**

- 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: BROADBAND / MANAGED NETWORKS

Here's an example of how to develop segmentation questions for a business offering managed networks connecting business branches.



OUR OFFER
Managed networks connecting business branches.

TARGET LEAD
People responsible for IT or operations in businesses with several sites whose connectivity is managed centrally.

1	**Does your business operate from one site or several?**	Identifies businesses with multiple sites.
2	**Is the connectivity managed centrally, or does each branch sort its own?**	Identifies businesses whose branch connectivity is managed together.
3	**Are you involved in looking after that?**	Identifies a relevant buyer or influencer.

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
Role play with colleagues (before the event) to see whether they feel right. 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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