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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 **Gaming PCs**.

- 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: GAMING PCs

Here's an example of how to develop segmentation questions for a business selling complete gaming PCs built to order at a consumer electronics or gaming show.



OUR OFFER
Complete gaming PCs built to order.

TARGET LEAD
People buying a complete gaming desktop, for themselves or someone else, who want it built for them.

1 **Are you looking for a whole new gaming computer, or upgrading one?**	Identifies complete-system buyers versus people upgrading components.
2 **Are you after a desktop or a laptop?**	Identifies buyers who fit the desktop offer.
3 **Would you build it yourself, or want it built for you?**	Identifies buyers who want your build service.

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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