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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 **high-rise formwork systems.**

- 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: HIGH-RISE FORMWORK

Here's an example of how to develop segmentation questions for a business supplying self-climbing formwork systems for concrete cores.



OUR OFFER
Self-climbing formwork for concrete cores.

TARGET LEAD
Contractor contacts involved in choosing formwork for upcoming high-rise projects with concrete cores.

1 **Are you with a contractor, or another part of the industry?**	Identifies their place in the construction market.
2 **Any high-rise projects with concrete cores coming up?**	Identifies a relevant upcoming project.
3 **Are you involved in choosing the formwork system?**	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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