

Trade fair lead sheet

One line for every visitor. Fill it at the stall, not in the evening. Paste a photo of the card in your shared sheet.

Date	Name, company, role	Phone / email	What they asked for (their words)	Quantity and place	Decide by	Grade A/B/C	Owner	Next step and date	Status

Grade A: a decision maker with a need and a time frame. Grade B: a need, but not ready yet, or not the decision maker. Grade C: a contact only. Status: open, quoted, won, lost, parked.

Follow-up plan: day by day

Set the owner and the review dates before the fair. Industrial buyers decide over weeks or months.

When	Grade A	Grade B	Grade C
Same evening	Enter in the sheet with the grade and the ask.	Enter in the sheet.	Enter in the sheet.
Day 1 to 2	Call. Thank them, repeat what they asked, send what you promised, fix a next step.	Send a short, useful message with the catalogue or a specification sheet.	Thank them. Add to your list only with their permission.
Day 7	Send the quotation or a visit plan, if asked.	Follow up once on the message.	Nothing.
Day 14	Call again if there is no reply. Offer a demo or a plant visit.	Send one useful item, such as a short note on a problem buyers in your line face.	Nothing.
Day 30	Review: still active, quoted or parked?	Move up to A if they replied with a need, or park.	Park.
Day 90	Measure. Quotes still open stay a separate line.	Review and decide.	Review the list.

Before you send the first message

Does it repeat what the buyer asked, in their words? Does it say the next step and who will call? Is anything attached that they did not ask for? Take it out.

When to park a lead

After three real tries without a reply: a call, a useful message and an offer of a visit or demo. Parked leads are not deleted. Write to them only if they agreed to be contacted.

What to count at 90 and 180 days

Leads by grade	Replied in 2 days	Meetings or visits	Quotes sent	Quotes still open	Orders won	Cost of the fair

Return = (margin earned on orders won minus total cost of the fair) divided by total cost. Keep quotes still open as a separate line. This is our working method, not a rule. From PromotEdge field notes: Trade fair follow-up for industrial buyers.