The first 48 hours after the trade show: who calls whom.

Benchmark from our process: 90 out of 100 serious contacts called by the second working day after the show, all contacts in the CRM within one working day. For a one-day show as for a seven-day one.

One week before **Head of sales**

- [ ] Scan app or conversation slip with the same fields: topic, interest (A serious, B later, C brochures only), promise, consent to e-mail.
- [ ] Who enters the contacts in the CRM every show evening or by 10 a.m. the next morning, even if the inside sales team is not at the show? Name _____
- [ ] Who calls the A contacts after the show, per territory? And how many calls a day are realistic per field rep? Names _____
- [ ] Who from application engineering calls back on technical questions, and by when? Name, deadline _____
- [ ] Who handles contacts from distributor territories and abroad: the representative or the export team? Name _____
- [ ] Who checks on the second working day after the show that every A contact has an outcome? Name _____
- [ ] Booking link ready, thank-you e-mail approved as a template, in English for foreign visitors too, the show set up as a source in the CRM. Voice notes only on company devices, and the AI used for them cleared by your data protection officer beforehand.
- [ ] Stand briefing, 60 minutes: everyone knows the fields and what to do after each conversation.

At the stand, after every conversation

Stand team and stand manager

- [ ] Scan or conversation slip with the business card, plus three sentences as a voice note or on the slip: who is it, what do they want, what did we promise.
- [ ] Rate the interest: A serious with a timeframe, B later, C brochures only. When in doubt, B.
- [ ] Note the consent: may we send an e-mail? Yes or no. No yes, no marketing e-mail.
- [ ] Note if needed: technical question open, distributor territory or abroad, call back when.
- [ ] In the evening, slips and cards go into a lockable box with the stand manager. After entry they are destroyed, nothing stays on a phone.

Every show evening, by the next morning at the latest

Inside sales

- [ ] All contacts of the day are in the CRM: source show, rating, consent, notes.
- [ ] A contacts are assigned to the field rep of the territory, deadline: call by the second working day after the show ends. Distributor territories and abroad go to the representative or the export team, with the same deadline and feedback into the CRM.
- [ ] The AI turns scan and note into the contact and the draft of the thank-you e-mail. Inside sales proofreads and sends it to everyone who consented, the same day. So every contact hears from you within a day, even while the show is still on.
- [ ] B contacts who consented get the booking link in the same e-mail. C contacts get the thank-you e-mail, nothing else.
- [ ] If the show runs longer than three days: inside sales calls the A contacts from the first days during the show or arranges the call-back, so nobody waits a week.
- [ ] Technical questions go to application engineering with a deadline.

First working day after the show **Field sales**

- [ ] Call the A contacts, first those with a promise and those from the first show day, they have waited longest. The sentence for the call is below.
- [ ] Not reached: second attempt in the afternoon, then a short e-mail referring to the conversation, with the booking link, only with consent.
- [ ] Outcome straight into the CRM, one of four: appointment, next step with a date (sample, test, quote), later with a date, no need with a reason.
- [ ] No contact without a next step and a date.

The sentence for the call

“Hello [name], this is [your name] from [company]. We spoke at [show] about [topic], and I promised you [promise]. Do you have a minute, or when is a better time to reach you?”

Short, with the reason: the promise from the stand. It is in the note. If you reach reception or an assistant, ask for the best time rather than for the boss.

Second working day after the show

Field sales and inside sales

- [ ] Call the remaining A contacts. Target: 90 out of 100 reached or tried twice.
- [ ] B contacts: whoever used the booking link gets a confirmation. Whoever did not gets a reminder in two weeks, the deadline is in the CRM.
- [ ] The check in the evening: every A contact has an outcome or two call attempts, including those with the representative, export and application engineering. Whatever is missing goes back to the person responsible with a deadline.
- [ ] Open promises are out: samples, documents, test dates.

Afterwards **Head of sales, marketing or assistant**

- [ ] After one week, the report per show is with the management: contacts, of which A, of which called within two working days, appointments, next steps. Who prepares it is agreed beforehand: marketing or the assistant.
- [ ] Add quotes and orders per show for as long as your sales cycle runs: after six weeks, after three months, for capital equipment after twelve and eighteen months. Only then do you know what the show brought.
- [ ] Feedback to the stand team: which conversations became appointments. No report, no decision on the next show.

Calls and e-mails after the show

This checklist follows German law. A call to a company is permitted when the contact showed interest at the stand (presumed consent, § 7 (2) no. 1 UWG). A marketing e-mail needs explicit consent, which is why it is a field at the stand (§ 7 (2) no. 2 UWG). Other countries have their own rules; check them with your local team. This is our reading, not legal advice.

At the stand, after every conversation

- [ ] Scan or conversation slip with the business card, plus three sentences as a voice note or on the slip: who is it, what do they want, what did we promise.
- [ ] Rate the interest: A serious with a timeframe, B later, C brochures only. When in doubt, B.
- [ ] Note the consent: may we send an e-mail? Yes or no. No yes, no marketing e-mail.
- [ ] Note if needed: technical question open, distributor territory or abroad, call back when.
- [ ] In the evening, slips and cards go into a lockable box with the stand manager. After entry they are destroyed, nothing stays on a phone.