BRAVEHEART
SALES PERFORMANCE

TRADE SHOW SALES ACTION PLAN

_____Show Plan for _____ Event Dates_____
(Salesperson Name) (Show Attending)

Overriding Goal for this show (Why am I attending?)_____
_____
_____
_____

$ Revenue I intend to generate by attending this show _____

# of Days away from normal selling activities_____

# of New Leads necessary to make this event beneficial_____

# of Existing Clients I need to connect with at the show _____ (both scheduled and not)

# of Known Prospects I need to connect with at the show_____(both scheduled and not)

Pre-Show Plan

I will schedule _____ (#) appointments with known prospects.

I will schedule _____ (#) appointments with existing clients.

I will schedule _____ (#) appointments with other influencers, referral sources, partners and media individuals.

This means I will begin emailing and calling on_____ (date). I will spend_____ (#) hours between then and the show getting appointments.

Post Show Plan

I have the following segments of time blocked on my calendar to conduct follow-up with leads and prospects that are not already scheduled (may not need as many lines as provided below).

Date _____ from _____ to _____

Date _____ from _____ to _____

Date _____ from _____ to _____

How many scheduled follow-up appointments do I have?_____

Will there be adequate ROI from my time and effort and the money spent?_____