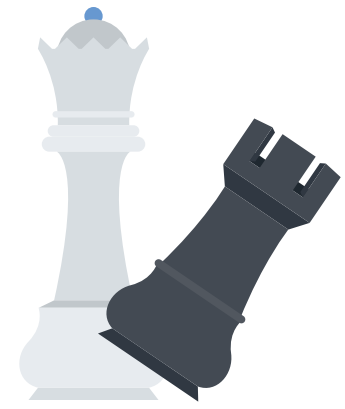


THE ULTIMATE **DATING** GUIDE TO CONFERENCES



MAKE A PLAN

Whether you are looking to build new relationships, strengthen existing ones or learn more about the industry, your plan must be deliberate and measurable.



STUDY THE MENU

Identify opportunities to approach potential prospects. A conference is like a full course dinner. Do not take too many breaks and do not leave before dessert, that's where the magic happens.



SHARE THE LOVE

Even if this attendee isn't perfect fit, make introductions to other sellers. Collect competitive material and share with marketing.



GET TO KNOW YOUR DATE

Get a list of attendees prior to the conference, find out everything we can about them (social media stalking is encouraged), and be prepared to have a discussion that's relevant to them. Book meetings ahead of time.



KEEP IT UNDER BUDGET

Conferences are like dating, it's expensive and time consuming. Be present and be engaged. Marketing will book your hotel, you are responsible to book flights and other related costs. Tag them as 'marketing' expense in Expensify.



FOLLOW-UP

Send a personal note to your best prospects. Add all relevant leads in Salesforce.

