



# Trade Show Follow Up Track Sample Letters

The trade show follow up track is designed to automate follow up with those people who visit your booth at a trade show. It consists of one or more personalized letters (*may be email if you have their email address*) and a scheduled follow up phone call.

This track is available to all Market Mentor Online subscribers.

April 6, 2005

«First\_Name\_LVL2» «Last\_Name\_LVL2»  
«Company2\_LVL2»  
«Contact\_AD1\_LVL2»  
«Contact\_City\_LVL2», «Contact\_State\_LVL2» «Contact\_Zip\_LVL2»

Dear «Dear\_LVL2»,

Thanks for stopping by our booth at \_\_\_\_\_. I hope you enjoyed your trip and trust that your trip home was safe and uneventful.

If you're like me, when you're out of town for an extended period of time, you've got a day or so of "*catching up*" to do.

We're anxious to follow up with you to determine if we can be of assistance, but we understand your heavy workload and will simply offer our assistance for when you feel the timing is right.

Please call me at \_\_\_\_\_ or email me at \_\_\_\_\_ if I can be of assistance.

Sincerely,

«Rep\_Fname\_LVL2» «Rep\_Lname\_LVL2»  
«Rep\_Title\_LVL2»

BOOTH01.DOC

April 6, 2005

«First\_Name\_LVL2» «Last\_Name\_LVL2»  
«Title\_LVL2»  
«Company2\_LVL2»  
«Contact\_AD1\_LVL2»  
«Contact\_City\_LVL2», «Contact\_State\_LVL2» «Contact\_Zip\_LVL2»

Dear «Dear\_LVL2»,

Once again, thanks for stopping by our booth at \_\_\_\_\_.

Hopefully by now you're "*caught up*" on your backlog of paperwork and you're beginning to implement some of the great ideas you picked up at the conference.

I would like to discuss ways we might work together if you could set aside a few minutes to talk with me.

Please call me at (your phone number) or email me at (your email address) if I can be of assistance.

Sincerely,

«Rep\_Fname\_LVL2» «Rep\_Lname\_LVL2»  
«Rep\_Title\_LVL2»

BOOTH02.DOC

April 6, 2005

«First\_Name\_LVL2» «Last\_Name\_LVL2»  
«Company2\_LVL2»  
«Contact\_AD1\_LVL2»  
«Contact\_City\_LVL2», «Contact\_State\_LVL2» «Contact\_Zip\_LVL2»

Dear «Dear\_LVL2»,



**50% of leads result in a sale... for somebody! The problem is . . . which 50%?**

If you are concerned about lead tracking and consistent sales follow-up, then you should know about our **Market Mentor®** *Automated Marketing Plan*.

Using TeleMagic, we designed and perfected a lead tracking, sales automation and relationship marketing process to make your job easier and increase sales. This process is the most effective system for making sure that your sales staff is in front of qualified, interested prospects until they are ready to buy.

If you believe that the best use of your salespeople's time is to be in front of a qualified buyer collecting orders instead of in front of a PC collecting data, then the Automated Marketing Plan is for you.

If you would like more information about this systematic selling process, please call me at 800-875-7599 or email me at [lbreed@oacinc.com](mailto:lbreed@oacinc.com).

Sincerely,

Larry Breed

BOOTH03.DOC