

TRANSFORM YOUR  
CONFERENCE CONTACTS  
INTO CLIENTS

FROM HANDSHAKES  
TO HANDOFFS:  
A SALESPERSON'S  
GUIDE TO POST-  
EVENT ENGAGEMENT



## INTRODUCTION: THE IMPORTANCE OF EFFECTIVE FOLLOW-UP

The moment you leave a conference or networking event, the real work begins. A great follow-up can be the difference between a missed opportunity and a lifetime client. This guide is designed to address the key challenges you face and offer actionable strategies for effective follow-ups.

### CHALLENGE 1: STANDING OUT

The Problem: In the sea of generic "Nice to meet you" emails, standing out is essential.

### STRATEGIES FOR DIFFERENTIATING YOUR FOLLOW-UP

- Personalization: Use their name and reference a unique point from your conversation.
- Medium: Consider a follow-up video message instead of the standard email.

### ACTION STEPS

- Use their first name in all correspondence.
- Mention a specific topic discussed during your initial meeting.
- Make it personal when at all possible.



## CHALLENGE 2: OFFERING VALUE

The Problem: A follow-up that doesn't offer any value can be considered spam.

### IDEAS FOR PROVIDING IMMEDIATE VALUE

- Share a resource that can help them solve a problem.
- Offer a free 20-minute strategy session and make it valuable.

### ACTION STEPS

- Attach a relevant article or e-book with your follow-up.
- Clearly state what you're offering in the email subject.

## CHALLENGE 3: STAYING CONSISTENT

The Problem: Consistency shows reliability, but keeping up can be challenging.

### TIPS FOR CONSISTENT FOLLOW-UP

- Use scheduling tools to set reminders.
- Implement automation tools for follow-up emails.

### ACTION STEPS

- Set a reminder for follow-up one week after initial contact.
- Use a CRM to keep track of all leads and their status.



## CHALLENGE 4: PROGRESSING TOWARD A SALE

The Problem: An effective follow-up progresses the conversation toward closing a deal.

### TECHNIQUES FOR MOVING FORWARD

- Identify buying signals during your interactions.
- Craft compelling Calls-to-Action (CTAs).

### ACTION STEPS

- Look for verbal cues that indicate interest in your product.
- Include a specific CTA in your follow-up correspondence.

## CONCLUSION: BRINGING IT ALL TOGETHER

Effective follow-ups are the cornerstone of successful networking. Implement the strategies discussed to transform your list of contacts into valuable relationships.



## BONUS: YOUR MULTI-TOUCH POST-EVENT ENGAGEMENT PROCESS

After the initial follow-up, it's crucial to maintain momentum. This multi-touch engagement process will guide you through a series of interactions designed to nurture your leads, build relationships, and ultimately close sales.

### THE SEQUENCE:

- Immediate Follow-up (Day 1):
  - Medium: Email w/ Video
  - Objective: To thank them for their time and remind them of your meeting
  - Value Add: A recap of the key points discussed
- Social Media Connection (Day 2):
  - Medium: LinkedIn/Facebook
  - Objective: To expand your professional network
  - Value Add: Personalized message
- Resource Share (Day 7):
  - Medium: Email
  - Objective: To provide value
  - Value Add: Share an article, tool, or resource
- Check-in Call (Day 14):
  - Medium: Phone
  - Objective: To discuss any questions or concerns
  - Value Add: Offer to solve a problem
- Webinar Invite (Day 21):
  - Medium: Email
  - Objective: To educate and engage
  - Value Add: Free educational content
- Closing Conversation (Day 30):
  - Medium: Phone or in-person meeting
  - Objective: To seal the deal
  - Value Add: Special offer or incentive

### ACTION STEPS

- Prepare templates for each type of interaction.
- Schedule these actions in your calendar or CRM.
- Tailor each touchpoint according to the response and engagement level of the lead.



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