

R103 Lead Follow-Up, WTF? (What's the Formula?)

Thursday 10:00 AM - 11:30 AM

Speaker(s): Richard Erschik

COMMENTS:

Great ideas & information. Already ready to implement on a tradeshow from 2 weeks ago & one coming up.

It was refreshing to hear from someone who was in our shoes for so many years.

Excellent Information.

Sales pitch to begin – saying he wasn't selling anything. Explained the solution – Great solution! I will recommend it & do it.

I'm glad my boss isn't here so I can go back and sell him on this idea.

Very good tips will try on a show that just ended.

This by far has been my best session at EXHIBITOR this year. I absolutely loved this class and the great tips. I look forward to getting back to the office and implementing some changes. Thank you!

This class will be the reason for wide spread change in my company.

Great seminar! Will definitely use.

Interesting speaker – I am excited to try his method when I return to work.

Great presentation – thanks I'll let you know how it goes once I try what you have said.

Refreshing & very relevant content. Great detail and presentation style.

Very engaging; very helpful; I'll definitely implement.

Excellent information.

Great speaker! He is the 3rd speaker to say go back to direct mail. We will try it. Thanks!

Excellent info & Delivery!

Great seminar. Innovative information.

The speaker was very good. I've got a lot of shows coming up, but I'm going to suggest to my team that we try this method of lead follow up right away. If ever given the opportunity to suggest speakers for sales/marketing events I'm going to suggest that my company bring in Richard to help mend our disconnect between Sales & Mktg.