

How Much Does It Cost to Close a Sale?

Data & Strategies Group

How Much Does It Cost to Close a Sale?

\$1,140 vs. \$705

Total Cost:

No Exhibition Lead
Field Sales Call Follow-Up

Cost Includes:

\$308 (cost of contacting a prospect in the field)
X 3.7 (average number of sales calls to close a sale)

Total Cost:

Exhibition Lead
Field Sales Call Follow-Up

Cost Includes:

\$308 (cost of contacting a prospect in the field)
X 1.6 (average number of sales calls to close a sale)
+\$212 (cost per contact at an exhibition)

How Much Does It Cost to Make Contact With a Prospect?

Exhibitions are less expensive than field sales calls for meeting with prospects. Prospects you are not aware of find you at an exhibition. Improve your return-on-investment and develop qualified leads at exhibitions and use field sales calls for follow-up.

\$308 vs. **\$212**

Cost of Contacting a Prospect in the Field

Cost Includes:

Compensation, Travel & Entertainment and Sales Materials.

Cost does not include:

Cost of identifying prospect prior to sales call!

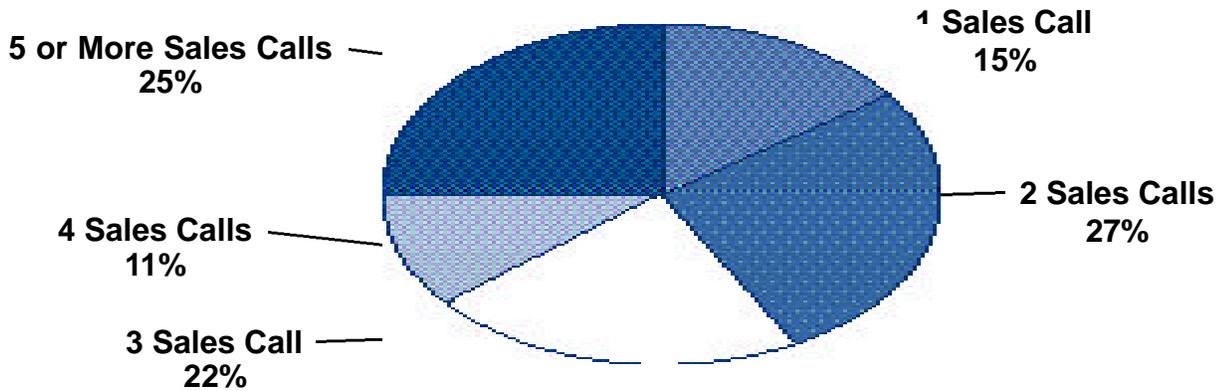
Cost per Visitor Contacted at an Exhibition

Cost Includes:

Exhibition Construction, Storage and Transportation, Exhibit Space, Exhibit Staff Compensation, Travel & Entertainment.

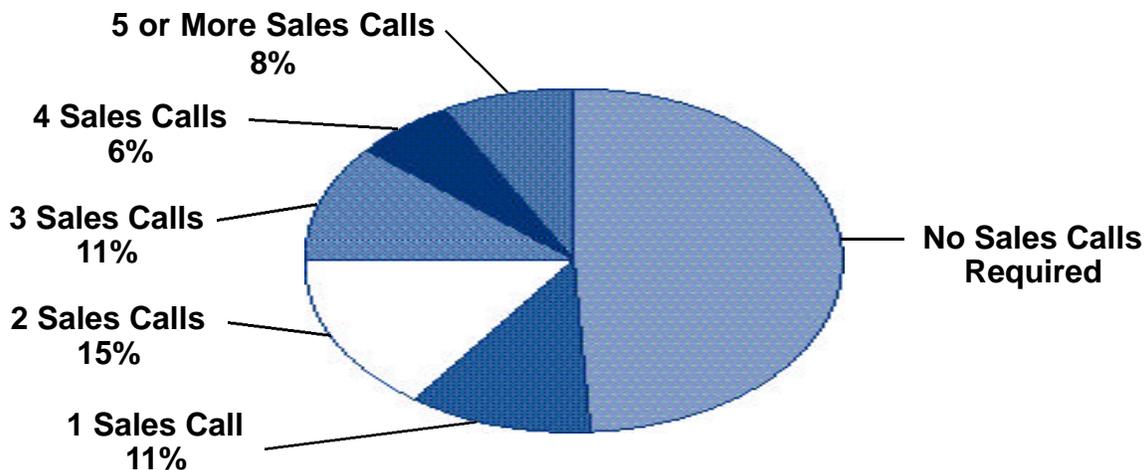
How Many Field Sales Calls Does It Take to Close a Sale Without a Lead?

New research shows that it takes an average of 3.7 personal sales calls to close a sale in the field.



Only half of all leads from an exhibition contact require a follow-up personal sales call to close a sale.

How Many Field Sales Calls Does It Take to Close a Sale With an Exhibition Lead?



New research shows that it takes only an average of 1.6 personal sales calls to close a sale with an exhibition lead. Without an exhibition lead, 3.7 sales calls are needed because the prospect often has not met your sales and technical people, has not seen your product in use and has not met your competition or seen their products in use.

On the average, 1.6 sales calls were required to convert an exhibition lead into an order. For 49% of the orders placed after an exhibition, a personal visit by sales personnel was not required. One field sales call to close the sale was made 11% of the time.

How This Study Was Conducted

The object of this study was to establish the cost effectiveness of exhibition participation, as it relates to the value of the leads secured. To identify the cost of converting an exhibition lead, it was necessary to determine how many additional sales calls were needed to close the average exhibition lead.

This study was designed and conducted by Data and Strategies Group, Framingham, Mass., for the Center for Exhibition Industry Research Foundation. The report is based on a 2001 telephone survey of 200 marketing and sales managers, selected randomly from all companies in the United States with sales of \$50 million or more. Retail and personal service were excluded from the study. Companies provided data on both sales calls and exhibition costs.

Conclusion

The average 1.6 calls to close an exhibition lead can be compared to the industry average of 3.7 field sales calls to close a sale. Because time is money, it is useful to analyze the cost of developing leads and closing sales with personal sales calls versus exhibitions.



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