

# Are You Ready to Rock a Roadshow?

Think like a rock star and take your show on the road! They are the premier field event for connecting with your customers, prospects and partners for leadership, brand awareness, product knowledge and relationship building. Road shows are typically half-day, multi-city tours done one after another that can bring big benefits to your company including:

- Generating add-on sales from your customer base.
- Strengthening customer relationships.
- Receiving customer feedback.
- Increasing adoption and awareness of your product.
- Educating your customers on your brand.
- Because your team travels from one location to the next, rather than your attendees, there's savings on costs and coordination.



## **Your fans are ready to rock.**

Hosting a road show sets the perfect stage for demonstrating your solutions and creating a customer experience. Design an atmosphere that solidifies your brand and gives positive vibes to your customers. Book a unique venue, have a thoughtprovoking speaker, serve great food and show them you know how to have a good time. Be careful not to make this event all about your products, you'll drive the most buzz by incorporating industry topics that are important to your audience. Hit the right notes and your brand will shine while driving customer loyalty.

## **Set your playlist.**

Begin with the end in mind here. What do you want your customers to gain? Ask yourself why will your customers take the time and make the effort to come. Ideas to consider are training, product demos, product launch, sales promotion, networking opportunities and brand awareness. Make your content relevant to your audience and focus on their overall experience takeaways. Is there a speaker or industry topic that will impress your attendees or position you as a go-to industry thought leader?

## **Amplify your sales.**

Your sales pros thrive in face-to-face interactions with potential customers, allowing them to build and establish relationships and help generate opportunities for your pipeline. Plus, they'll be able to see a large number of prospects at one time and it's a great reason for a pre-event prospect call. Keep in mind that hosting multiple roadshows can be done for the cost of one big trade show sponsorship.

## **Measure your performance.**

You'll want to collect as much data and feedback as you can before, during and after your tour. The next time you're in town, you'll be prepared to draw a larger audience and deliver an even better experience. Be sure to send a follow up email after the event to say thank you to your attendees and stay top of mind with additional product and company information.