

# Monthly Sales Call

*May 1, 2020*

1. Show update – MERIDETH
   1. Still waiting on insurance to respond regarding EXPO PACK cancellation – we can’t issue refunds until we hear back
   2. Do not promise 100% refunds because we don’t know but we will be in contact with them soon
   3. There will probably me an option to roll the money into next year
   4. Chicago – In the middle of trying to figure out how to make the show safe
   5. MN will send Wendy an overview doc she can share
   6. Nothing will be mandatory, but suggested guidelines on how to keep things safe
   7. Also looking at virtual options to augment, but not to replace the show
      1. Then people who can’t attend in person can virtually attend the show
      2. Possibly keeping it live after the event
   8. Chicago refund policy will be similar to EXPO PACK
   9. Looking at other shows for ideas on how to handle things
   10. 37 cancellations so far – she will send over the list
   11. They planned on things to be about 10% down, so we are ahead right now but expect more
2. New Salesforce “rules” – WENDY
   1. We are adding a checkbox “DMB” (Decision Maker’s Boss)
      1. Could be someone you know, could be someone you don’t talk to but it is the ultimate person your contact has to get the okay from
      2. Good to know who we want to get to and helps us at a show to know who to introduce
      3. Replacing C-Suite
      4. We can market to this person in different ways
      5. Try to keep it to one with more than one being the exception
      6. Use the “Reports to” Field in Salesforce to keep track of who reports to who
      7. Influencers are no longer receiving print unless you opt them in
      8. We will place the digital editions on the product hub so you can access and send them out
      9. If you mark an account as LA, then everyone on that account will get LA marketing
3. Robotics playbook – DAVE
   1. Robotics is coming out the first week of June
      1. You can sell it!
      2. Two tiers (details in product hub)
      3. Will use a templated ad with company overview and 4 items
         1. We can track the number of clicks
      4. These will run until the leads fulfill and then they cut off (could be one month or could be 3)
      5. Criteria collected is listed in the hub
      6. Promoted extensively via emails, on the website, via PAN, etc
      7. Limited to 5 concurrent advertisers at one time
      8. Cannot guarantee date of placement
      9. Consent language will say “consent to hear from these companies by email” but not by phone
      10. We will allow advertisers to renew at a certain amount of time?
4. Firewall Phase 3 – KELLY
   1. Will roll out in early May
   2. We have a list of known problem domains
      1. When someone from one of those domains clicks, they will get a captcha
   3. This is retroactive – so it will pull those names from existing leads campaigns
   4. It will learn as it goes and add domains to the list
5. Booth Lead Charts – ALICIA
   1. Booth Leads charts (hook charts) are now in the hub in the Sales Rep center
   2. If a chart is missing, it showed negative data