



What to improve your lead conversions at trade shows?

Successful exhibitors know that a giveaway vastly improves the conversion of visitors to leads. Now we understand why: Giving a gift causes the visitor to your booth to want to reciprocate, to give something back. Leading researchers at Arizona State University have identified one of the most powerful persuasive forces in all of human psychology. Further research by industry professionals has linked this same force directly to success in lead generation on the trade show floor.

The Reciprocity Effect

Dr. Robert Cialdini reports in his top-selling work, *Influence*, that all humans in all cultures are conditioned to respond to any gift with a reciprocal gift or act. This conditioned response is so strong that most people are simply compelled to return the kindness of a gift, even if they really don't want to. Moreover, Dr. Cialdini's research shows that the value of the gift has little to do with triggering the reciprocity effect in the recipient. Experiments have shown that when fund-raisers asked strangers for money, they could multiply the average donation simply by giving a ten-cent article before asking for the donation. This effect is really that powerful.

This is how you can use "reciprocity" immediately to increase your success.

First, use a less expensive item. Research suggests that the value of the item is not terribly important. If you use a more expensive giveaway because you want to feel proud of it, that's fine. But realize that the extra expense is not necessary to trigger the reciprocity effect. It is the powerful subconscious reciprocity effect that causes the visitor to linger with you and answer your questions--not the value of the giveaway.

Second, give the item before you ask for anything. The powerful reciprocity effect is triggered in the second person by the one that gives first. Be the first giver and you will reap the rewards. You'll also feel great.

Combine the first discovery (give an inexpensive gift) with the second discovery (give it before asking for anything) and you will find that you have reduced your spending on giveaways and that you have gotten far more out of the giveaways you use.



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