

Exhibition Sales Follow-up Workflow

Lead Type	Initial Action	Follow-up Steps	Goal
Hot Leads (Expressed buying interest)	Enter contact into CRM, tag appropriately, record notes	<ul style="list-style-type: none">• Send a personalized email with urgency, mentioning specific pieces of interest and attaching a sales sheet• If no response, call within 2-3 days, leave voicemail, and follow up with another email• After 3-5 days, send an educational email (artist video, interview, etc.) to reignite interest	Convert interest into a purchase; keep prospect engaged and the show top of mind
Warm Leads (Attended but did not express specific interest)	Email a thank-you note, share enthusiasm for artist success	<ul style="list-style-type: none">• Provide ways to explore or buy: attach catalog, share exhibition link, or online marketplace• Include trackable actions (link clicks, appointment scheduling)• If recipients engage with the email (click a link), follow up with a phone call or another email	Encourage engagement and move them toward expressing specific interest in a work or artist
Cold Leads (Did not attend or you didn't speak with them to gauge interest)	Email event highlights and images	<ul style="list-style-type: none">• Include a link to the exhibition page where they can see all the pieces available and learn how to purchase.	Keep the event and artwork on their radar for future opportunities

Additionally, **record all communications and objections** in the CRM, tagging appropriately for future segmentation and sales opportunities.