

IGNITING GROWTH

HOW EXCITE EXHIBITS TRANSFORMED ITS SALES PIPELINE

For over 20 years, Excite Exhibits has helped clients shine as the main attraction at trade shows. Their full-service approach to custom exhibits and environments makes exceptional trade show experiences accessible for businesses of all sizes and project scopes.

PARTNERING FOR POTENTIAL

The VP of Sales at Excite Exhibits discovered us through a Google search and quickly reached out for support. As the only member of the sales team, he was stretched thin, juggling client service and sales responsibilities. He needed a partner to help manage outbound efforts, identify opportunities, and build a process to drive sustainable growth.

EMPOWERED SUCCESS

Excite Exhibits combined their industry expertise with our lead-generation strategies to create impactful scripts and refine their marketing materials. Their authenticity and transparency throughout the process were key, ensuring alignment at every stage. Once fully aligned, we made thousands of calls, identified key decision-makers, and sent hundreds of targeted emails to warm up prospects. This partnership empowered Excite Exhibits to focus on closing deals while achieving consistent, scalable outreach success.

EXCEEDING GOALS TOGETHER

Results That Drive Momentum

During our first campaign, we delivered approximately one qualified lead per week to Excite Exhibits, surpassing their initial goals.

Conversion Rate Skyrockets

Excite's pre-campaign conversion rate of 15-20% climbed to 33% with our high-quality leads.

Future Growth Secured

At the time of writing, two prospects were nearing conversion, and Excite secured a new client with an order of \$20-30k, promising significant future growth.

AT A GLANCE

CHALLENGE

- Limited time to pursue new business

SOLUTION

- 3762 phone calls
- 663 cold emails
- 79 warm emails

RESULTS

- 131 right party contacts
- 19 qualified leads
- 33% conversion rate for client



Excellent work! We are ecstatic! This really tells us that we have made a great decision going with [this team].

Joe Otterstrom

Excite Exhibits