



*Over **88** Tips & Ideas to Supercharge Your Exhibit Sales*

by
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How to Get the Most Out of Trade Shows

Over 66 Tips & Tricks to Supercharge Your Trade Show Promotions

***How to Design a “WOW!” Trade Show Booth
Without Spending a Fortune***

WHY IS THIS BOOK IMPORTANT?

Have you ever been asked to work a trade show and you instantly fill with dread? Or feel that knot in your stomach knowing you're going to miss something really great in the office while you're gone? Or worse yet, you can visualize the stack of mail on your desk that will be there when you finally get home?

You're not alone. After years of working with exhibit staffers, the complaints about having to work at a trade show all sound a lot alike.

But that was yesterday. By the time you finish reading this quick tip book, if you really have the desire to change your results, you should have a big bag of tools to work with that will allow you to skyrocket to success.

In fact by the time you finish your next show you will be so jazzed about the results you will want to do another one ASAP.

If you're still questioning whether it's worth it to read further, consider this. What other single opportunity gives you the chance to talk to more qualified buyers in such a short amount of time?

If you're teachable, you can learn how to work sales in the trade show environment and have the ability to crack open the golden egg.

Take this information as seriously as it's intended and you will help your company soar. You're the single most important element of your company's trade show effort. You can single handedly make things happen!

It takes a change in these four areas:

Perception

Attitude

Expectations

Actions

- *Change your perceptions.* Trade shows are not a waste of time. They are the single biggest sales opportunity you can have in a year.
- *Change your attitude.* Decide you want to make a change. Help build a team that can go to the show and surprise everyone.
- *Change your expectations.* Know why you're going and get up every morning taking the steps to make it happen.

• *Do the actions.* Nothing happens without work. People can even over plan and use that as an excuse to avoid getting things done. Follow all the good advice you've actually heard and even if you only get about 10% of it done you'll still be farther ahead of 90% of the rest of the sales people out there.

It takes a certain character to accomplish **big** goals. You need to challenge yourself to do it. it doesn't come easy but with practice and little successes along the way, it will happen.

Take a good look at the next list of ten best reasons for working your trade shows and then ask yourself again if you're ready to give it a try. it has been done before.

"You can have tomorrow what you want because you're willing to do today what other people won't."

TEN REASONS WHY A TRADE SHOW IS THE BEST TOOL YOU'VE GOT

You can:

1. Get 50-100 qualified leads per salesperson.

And, we really mean, qualified leads. Not names...but people who you have determined have the need for your product or service.

2. Set appointments.

Be super efficient with your time. Call your customers and prospects. Make a connection, make an impression, and the appointment is much more attainable.

3. Build trust with your qualified leads.

Keep your promises. Send them the information they requested, call them when you say you will, get their questions answered in a timely way.

4. Demonstrate your product live.

This is particularly wonderful if your company sells big things that you can't carry around in your car or on the plane. The real thing speaks much more loudly for itself.

5. Build on your relationships.

Let your current customers and prospects know you will be there. This could be your first chance to actually meet someone you've been talking to for a long time.

6. Launch a new product.

Use the 'bigness' of the trade show environment to build on the excitement that an unveiling can generate. Get immediate feedback.

7. Be right there with the competition.

The presence of competitors stimulates the buying process. Not to mention you can check out the competition first hand with a minimal amount of work. See what they're doing so you know what not to do.

8. Test market.

Whether a new product or one in your existing line. How do people really like what you're selling? is the price too high, too low? What would they like to see? How do customers like to be serviced?

9. Get noticed.

if you combine fabulous boothmanship with pre-show marketing and post-show follow-up you will be in a league of your own.

10. Do in three days what might otherwise take three months...or more!

12 Ways to Get the Most from Over 88 Tips & Ideas to Supercharge Your Exhibit Sales

1. Exposition managers should send a copy to all their exhibitors. Corporations should send a copy to all their salespeople and exhibit staffers.
2. Assign **Over 88 Tips** to all of your salespeople to read in the next 3 weeks.
3. Ask them to write down the 12 best ideas they see in the book as they read through it. At your next sales meeting, have each person read his/her list.
4. Have your salespeople agree on the most significant ideas they got from reading the book and list them on a flip chart.
5. Have your salespeople prioritize the ideas and set specific timetables for implementing at the next show.
6. Make **Over 88 Tips** required reading for every new salesperson in addition to your regular in-house training material. Design a 20 question quiz that tests the basic material.
7. Use role-playing to help your exhibit staffers more effectively open a conversation with a stranger and qualify them in under three minutes
8. Send a copy of **Over 88 Tips** to the highest level sales manager in your company for his/her feedback and comments.
9. Design and post a chart showing the objectives and results of each individual staffer for each day of the show.
10. Look for your own tips and techniques and add them on the blank pages in the back of the book. Then fax them to The Adventure of Trade Shows for inclusion in future editions of **Over 88 Tips**!

11. Have a pre-show meeting immediately before your next major show to thoroughly plan your show strategy and tactics using **Over 88 Tips** as your guide.

12. From now on, before every trade or consumer show, quickly scan **Over 88 Tips** as a refresher course for staying on track.

Reasons why exhibit staffers fail at trade shows

1. You're imitating the wrong behavior!

Even though you're reading this book, odds are you have worked trade shows before. Do you remember the very first show you ever worked? Think back to that time and ask yourself a simple question: who taught you how to work that first show? The answer is, most likely - no one. No one taught you how to prepare for that totally foreign environment. Nobody explained to you the major differences between working out in the field and working an exposition.

Think about some of those differences now.

You have only a short amount of time to interact with attendees. An average quality encounter at a trade show lasts only 13 minutes, barely long enough to introduce yourself out in the field.

You have hundreds, even thousands of strangers walking by your exhibit, with the competition right down the aisle. Hardly conducive to an ideal private meeting with an important, new prospect or long-time customer.

The buyers come to you, which can be good news or bad news. The good news is that large numbers of legitimate buyers can be walking the aisles of the show, more than you could possibly ever see in a few days out in the field. The bad news is that those buyers may be hidden by an equally large, or larger, number of non-qualified buyers. You've got to go through the process of culling them out.

While there are many more differences between working a trade shows versus selling the field, these are important to consider. But if no one taught you these differences and no one taught you how to work the show, then how did you learn?

Odds are you learned by watching others. Other exhibitors and other fellow staffers. Big question, though. Who taught *them*? Kind of makes you think doesn't it?

After a while, though, all the exhibit staffers start to look alike and act alike. We beat our brains out everyday to somehow separate ourselves,

our company, and our products and services from the competition. We want our prospects and customers to somehow see us as superior in some form. And then we go to a trade show and blend in with the crowd.

2. Your previous interaction with others.

The typical exhibit staffer falls into one of two categories. One thinks she is on vacation. "Oh goodie, we're going to Chicago! we can't wait to see all my old friends, go out to Gino's East for pizza and then hit Rush Street for some great dancing and music! it sure would be a lot easier if we didn't have all those *attendees* to have to work with."

The second type of staffer thinks he's been sentenced to prison. "Why did we get sent to Atlanta? What did we do wrong? Why didn't they send Bob instead? we've got a lot better things to be doing than standing around this stupid trade show! What a waste of my time!"

3. Staffers tend to confuse busyness with effectiveness.

One major soft drink company called Steve in for some consulting work. When asked how they had measured success at previous shows, they replied, "if we pass out 10,000 samples, we know we've had a successful show." Unfortunately, this isn't unusual. Staffers need to understand the importance of setting clear and measurable objectives, and then develop a plan of action to reach those objectives.

Remember the old saying, "Actions speak louder than words."

CHAPTER 1

WHAT GETS MEASURED GETS DONE

So along this line...how do you go about setting some measurable objectives?

There are lots of reasons why people go to trade shows, some better than others. It is critical these reasons match with your company's overall marketing strategy.

Trade shows aren't cheap. So isn't it a good idea to know how the show can affect the overall bottomline. And shouldn't the result be positive?

Here are some examples of measurable objectives:

- Specific number of new leads
- Specific number of on-site sales
- Specific number of post-show appointments
- Specific number of meetings held with current customers
- Specific number of meetings with past customers
- Specific number of meetings with magazine editors
- Specific number of one-on-one demonstrations
- Specific marketing questions answered from customers and prospects.

Do you see a trend here?

REASONS WHY COMPANIES DECIDE TO EXHIBIT

Generate leads

Write orders

Enhance their company image

Offer price quotes

Gather competitive information

Set up appointments

Do product research

Support the industry

Launch a new product

EXERCISE:

If you could only pick 3 reasons which would they be? You can use this list or create your own.

Then narrow your list to two.

Then narrow your list to a single reason.

FYI

All efforts at your trade show should be geared around your single most important reason. The rest of the list will come into consideration as you decide how to support your single biggest reason.

KNOW YOUR OBJECTIVES

A famous person once said (sort of), "If you don't know where you're going, you'll never know when you get there."

Make sure you know what you're setting out to achieve by creating expectations for measurable results. Tie your intentions to reality.

Check in with your corporate marketing department for guidance. Know the companies overall marketing strategies. Then pull the team together and pick one thing that you want to get done at every show.

Don't let your mailers promote one thing, your booth another, and your sales pitch another. A trade show allows no room for additional confusion.

Remember, this is your single best opportunity to see more people in 3-4 days than you will most likely contact in an entire months work.

Measurable objectives are everything!

ROI - THE MAGIC FORMULA

Use the following formula as a guide. Go through this exercise a few times and play with the numbers.

Imagine how many more leads an additional staffer can generate. Look at your closing ratio, your average sale or the life expectancy of your

relationships. An increase in any one of these items carries a lot of weight.

Total Show Hours (A) _____
Number of staffers (B) X _____
Total show hours (C) $A \times B = C$ _____

Number of Qualified Prospects per Hour (D) _____
 $C \times D = E$ X _____
Total Number of Prospects for Show (E) _____

Closing ratio (F) _____
 $E \times F = G$ X _____
Number of New Initial Customers (G) _____

Average Annual Sale of a Customer (H) \$ _____
 $G \times H = we$ X _____
Total Initial Sales from Trade show (we) \$ _____

Life Expectancy of a Customer (J) years _____
 $we \times J = K$ X \$ _____
Total Return on Investment \$ _____
from This Show (K)

This is worth a second page so you can truly appreciate the power of these numbers. Following is an example for a typical exhibitor.

Total Show Hours (A) 24
Number of staffers (B) X 3
Total show hours (C) $A \times B = C$ 72

Number of Qualified Prospects per Hour (D) 5
 $C \times D = E$ X 72
Total Number of Prospects for Show (E) 360

Closing ratio (F) 10%
 $E \times F = G$ X 360
Number of New Initial Customers (G) 36

Average Annual Sale of a Customer (H) \$10,000

$G \times H = we \quad \times 36$

Total Initial Sales from Trade show (we) \$36,000

Life Expectancy of a Customer (J) 10 years

$we \times J = K \quad \times \$36,000$

Total Return on Investment \$360,000

from This Show (K)

CHAPTER 2

Who is Your Target?

Know the answers to the fundamental questions before you do anything else.

Why am we here?

How can we get the best results from this show?

What do we want to accomplish?

Who am we trying to reach out of the crowd?

Know who you're. Can you describe the company in 30 seconds or less to someone new?

Know your stuff.

The next pages will help you figure this out.

PLAN AHEAD

Planning is critical. Pay attention to each tip in this book and you will make a huge impact on the success of your trade show efforts.

Plan your work and work your plan. Get your act together. Whatever it takes, because once you get to the trade show, especially if you've never worked one before, all bets are off.

It's time to work smart because no amount of tips we can give you will make trade shows anything but hard work. Rarely does hard work backed by good thought not pay off.

Don't procrastinate either. How can somebody come see you at the show if they don't know you're going to be there? Attendees can only visit 30-40 booths. Shouldn't you make sure your booth is one of them?

*"Only deal with what you can control,
because everything else is reality."*

A TRADE SHOW IS MORE THAN A 3-DAY EVENT

We won't go into all the steps someone in your company should be doing before they send you out for a show, because there are lots of other books and tapes that do that. (*And we have those, too!*)

This book is meant to help you understand how you can keep doing what you do best - selling - and adapt your knowledge for the particular opportunities and quirks of the trade show selling environment.

Once you get these things down however, you may want to work more closely with your company's trade show coordinator to evaluate the entire process and make sure you're selecting the right shows, and maximizing the other elements of your exhibit that can make your job easier.

KNOW YOUR SHOW

Know what this show has to offer. Be prepared with the right product, geared to your perfect customer.

Is it a show that sees a lot of plant managers, or is it one with an international draw where a lot of upper managers show up? This will help you dial in on the presentation you want to make.

These days a lot of companies are sending a variety of staff for input on the buying decision. You might want to respond to this trend by having a good selling team put together. Remember, the best staffers at a trade show aren't always the salespeople. Your technician can win the confidence of a plant manager too or your shipping staff can hit it off with the head of purchasing. You may want to consider matching staff to expected attendee job titles.

A team selling strategy can remove your fear of the competition. If your customer has the perfect opportunity to comparison shop, so what? In fact, send them off with your blessing to compare. If you've done your homework, and your performance, planning and actions are top notch, you will rise above the competition, right there on the spot.

Your prospect doesn't have far to walk to make his way back to you.

KNOW WHO YOU'RE LOOKING FOR

Think of your description as though you were having to help a sketch artist create a wanted poster.

Bear with me here and play out this analogy a little further. You can't just arrest any man, you've got to arrest the right man.

it's costly, time consuming and wastes valuable energy to keep heading down the same dead end paths. Not to mention the ramifications of a wrong decision.

Rack your brain to make the picture come to life. The more detail you can provide the police artist, the more likely you're to capture your 'man'.

if the answers to your questions don't come readily to mind go through your customer rolodex for clues. Develop a profile for the people you're already doing business with. You will be amazed at how much you can uncover if you review the facts with a whole new mission in mind.

Then go to the show and send out your 'All Points Bulletin'.

EXAMPLES OF YOUR TARGET:

Answer these questions, develop your key suspect list and you automatically have the questions you need to ask to qualify each person you talk to.

Remember, you can't arrest everyone for the same crime.

Questions to ask:

Are they the decision maker?

Do they have the job title you require?

Are they an influencer, specifier, installer. or end-user?

Do they have the need?

Do they acknowledge that need?

Do they have the ability to pay?

What is the timing for their purchase?

These will also help you define your qualifying questions which we will talk about a little later.

KNOW WHAT YOUR PRODUCT CAN DO

The more you know about your product the easier it will be to garner the trust of your buyer. To refine this point, the more you know about how your product the better you can help the buyer keep his or her job...all the better yet.

Facts are good, pictures are better. From a buyer's perspective, he generally doesn't care how much stainless steel it took to build your

latest, greatest machine. He just wants to know what it can do for him. And, he wants to feel it and believe it to the bone.

Romancing your product is an art form. So if the word salesman still rubs you the wrong way think of yourself as a storyteller. Know what it's like to be the plant manager of a meat cutting line and how it feels when the computer goes down, and how delighted you felt when you modemed in to your supplier and they could fix the problem on-line and how it only caused a blip in your production. Hardly noticeable.

Tell the story as though you're the buyer dealing with the realities of every day.

***KNOW WHO YOU ARE:
THE 30 SECOND COMMERCIAL***

Following is a template for how you can develop your own 30-second commercial. Fill in the paragraphs with your information.

(Company name)
is for
(target)
who
(need/opportunity)
for/at/when/the
(product or service).

We are
(business description/category)
that unlike
(the competition)
provide
(what is different)
to/if/for
(key benefit).

Make sense yet? Here is an example.

The Adventure of Trade Shows is for corporations who extensively use trade shows who need to improve the return on their trade show investment.

We are a full service trade show marketing consulting firm that unlike other trade show consultants provide a 100% money back guarantee if we don't deliver the results you expect.

Play with this and see how flexible it can be depending on who you want to talk to and what gets them excited.

EDUCATION COUNTS

A little goes a long way. In fact you may even read this book and think, "Gee we knew all that." Then we just want you to stop for a minute and be honest with yourself. Reflect on whether you 'know it' or 'do it'. As Steve's dad used to say, "There's a lot of difference between ten years of experience and one year of experience ten times."

It's always dangerous to not know what you don't know. Think about that. Where have you learned what you already know about trade show marketing and who says they know what they're doing?

If you believe, like we believe, that a trade show can be the single biggest marketing opportunity you have available it only makes sense to pay attention to how a trade show really works best.

All it takes is you, some good information like this and the willingness to be hot! A little education can go a long way.

MUST DO ACTIVITIES BEFORE YOU GET ON THE PLANE

SEND INVITATIONS

Surveys show that people will respond to an invitation. Because potential customers can only afford to spend time with about 15-25% of the exhibitors most of them make a list ahead of time. If you're one of the few who let them know in advance what you have going, you have a much better chance of getting on the buyers agenda.

Make sure to give them a good business reason to come. The likelihood of a visit will increase substantially if you provide a compelling call to action. Remember if you can get them to come to you, your job will be just that much easier.

A booth in action with the right action will draw them to the action. if you can demonstrate what your company does it will often be the only invitation a buyer will need.

FACT:

Only 15% of exhibitors do any kind of pre-show mailing. Even fewer do effective promotions.

MAKE PHONE CALLS AND SET APPOINTMENTS

Always call to follow-up on invitations if you can. You will increase the chances of seeing someone because you can try to set an appointment.

But if you don't have things all in place and don't get invitations out it's still important to make a call. Leave yourself enough time before the show to actually make a connection. Try 2-3 times to get a real live person before you leave a voice mail, but ultimately leave a message if you can't get through. Make it short and informative.

If you do talk to you customer or prospect, invite them to visit your booth, then set a convenient time to meet with them one-on-one. Make sure and coordinate appointments with other booth staffers so the booth is covered at all times.

If your prospect isn't attending the show tell him about what you've got going on and ask for an appointment anyway. (You had a good reason to call so you might as well move on to the next step.)

Don't miss this chance to make your customer or prospect feel like they are getting special attention. People love to feel important.

DEVELOP GOOD GIVEAWAYS, ACTIVITIES AND CONTESTS

Work with your marketing department to find appropriate giveaways. it's best if they are clearly marked with your company name and have a long term use because the item will serve as an ongoing reminder of your company. Don't make the mistake of giving a totally unrelated gadget

just for the sake of giving something. it's just one more thing that can cloud your message.

Take as much care when you plan activities to generate traffic. For example, a basketball hoop draws a lot of attention and your booth will probably be jammed, but don't confuse busyness with effectiveness. You're at the show to capture qualified leads, not to figure out which one of the thousands of trade show attendees is the best shooter.

Then there are contests and drawings. if the fish bowl is out towards the front of the booth it will do a superb job of collecting names. But you don't want just names, right? You only want the name of a qualified prospect.

CHAPTER 3 THE SILENT SELLERS

You've heard the saying over and over and over..."first impressions count." Let's face it we have been trained to be judgmental characters. It's almost impossible without a lot of conscious effort to evaluate what you think of someone by how they look. Before they even open their mouth.

Actually you can extend that to your booth too and how effectively it conveys the proper first impression. Yes, you have to pay attention, even if you don't care.

USE POSITIVE SELF TALK

This is part of the attitude thing. So you might as well give it a try if you never have before. What do you stand to lose?

Set your goals, write them down, and say them out loud as though they have already happened.

"I am the brave, outgoing, persistent, knowledge filled business booker, who's having a great time finding people who are thrilled to do business with me. By the time the show is over we will have set 50 appointments that will turn into \$500,000 in sales."

Have fun with your statement. Wacky is good, specific is better.

FIRST IMPRESSIONS

First impressions are the sum of what the attendee experiences in the first few seconds.

1. Does your booth concisely telegraph what it is you have to sell?
2. Are you friendly and not overbearing?
3. Do you look the part? Do you look like someone who would be good to do business with?
4. Do you have a good hand shake?
5. Do you have a friendly smile?
6. Are you having fun?
7. Do you look like you're glad to be there?

8. Are you confident and energetic even after six hours on your feet?

Yes, people can make up their minds about you and all these things in just a few seconds.

WHAT YOU WEAR IS WHO YOU ARE: DRESS FOR SUCCESSFUL VISIBILITY

Because first impressions count. Here is your chance to really stand out from the crowd. Trade shows tend to breed conformity, not innovation or creativity. Exhibitors tend to dress alike, look alike, and act alike. The normal business uniform, you know, the blue blazer and gray slacks or dark suit and tie.

Because of this, everyone blends into the crowd and you need to ask yourselves what you can do to be noticeable. For example, if everyone is wearing a business suit, everyone in your booth might wear matching golf shirts and slacks or even red shirts to stand out more.

Sometimes you could wear hats or even crazy uniforms. One of our customers had a circus theme, so everyone was dressed up as side show barkers.

Neat and clean is the primary criteria but, by all means, be comfortable. The day doesn't get shorter just because the end is near. Nobody wants to hear about your aching feet. You should politely listen to attendees complain and share your utmost sympathy with them. But, you're invincible because you chose the right shoes to wear.

WHAT YOU DON'T SAY SPEAKS VOLUMES

Trade shows, without question, can be grueling. Ten hour days on your feet in the booth with meetings on either end of the day are killers. Add on the tasks of smiling and listening and thinking and talking and you're probably questioning why you even bother. You pray that the boss asks someone else to go because it just doesn't sound like any fun.

You can go with an attitude like that, or you can go with one that sets you apart from the crowd. Either way you still have to go. With the right attitude trade shows can be fun and successful. Otherwise, the trade show business probably wouldn't be the multi-billion dollar industry that it is today.

Lot's of people are making money at trade shows and it might as well be you. You just have to want to do it.

THE GRANDMOTHER TEST FOR BETTER BOOTHS

We love this picture. if you can conjure it up for yourself you will be miles ahead of the rest of the pack. Certainly you don't always have control over how the booth looks if it's being handed down to you from the marketing department, but you can try to make the best of it with how you ultimately set it up.

Think of asking a grandmother for help. (Probably not your grandmother because presumably she already knows what you do.) When she agrees, blindfold her and then walk her up to your booth. Face her toward the booth and then whip the blindfold off her.

Give her 3 seconds to look at your booth and then spin her around so she can't see it anymore. When she has caught her balance, ask her to tell you who your company is, what it is you sell, and why someone should stop in. She should be able to do it easily if your booth is giving the right message. If she hesitates and sounds like she's guessing and then gets it wrong, you know you're dead.

Your booth is your biggest silent sales person. if your booth isn't working for you it will be much harder to get people to even pause for that moment that you need to catch their attention.

Just think about how you shop a trade show. Certainly you've been to one before just for fun with the family. You walk down the aisle looking right and left, knowing you're there to shop but not really wanting to talk to anyone unless you want to.

You madly scan the booths for a clue, looking for something to catch your eye. Then when it's all over you end up realizing that you didn't find the company you were looking for. You might even have to go find a show guide to tell you what booth they were in.

Well, think about it. What makes this show any different for the people who are there to shop? Think about it some more and it fits back right into the idea of pre-mailing to your customers or prospects, having a booth that screams and being friendly and approachable vs. the "can we help you" kind of guy. (or gal as the case may be.)

SILENCE ITSELF

Even though silence generally comes as a part of the conversation it seemed it also deserved another place here. Somehow in a sales situation there just never seems to be enough of it from the salesperson so it bears a few notations.

Have you ever heard the saying, "You were given two ears and one mouth for a reason." Think about it. Always put yourself in your customers shoes and think about what you like and don't like in a selling situation.

You want people to listen to you don't you? You want the information you're really asking for even though you may not know exactly what you're asking. When people are shopping they don't always know what they don't know so you have to SHUT UP and LISTEN.

Listening happens best when you're silent. Not when you're preparing the next best thing to say or running through your spiel.

Herein also lies the saying, "Silence is golden."

CHAPTER 4 THE SHOW BEGINS

The day you've been waiting for has arrived. Are you excited yet about trying everything you've learned so far?

HOLD DAILY MEETINGS

Why wait until after the show to figure out how you did? Hold a daily meeting immediately before the show opens each day with your fellow staffers. Ask everyone to report how they're doing and compare their activity to show objectives.

What's working? What isn't? How can you improve on performance? What 'victories' do people have to report? What show rumors are running around?

This is a great place to make mid-course corrections and re-motivate yourself and everybody else for the day ahead. (A little food on hand doesn't hurt either.)

CREATE A TEAM CHALLENGE

Everybody likes a good challenge. So put your best incentives to work and get everybody working together. Have everyone decide what turns their crank to meet their goals. Challenge by individual or by team or shift. Make sure the challenge is created such that it promotes the realization of your goals.

For example. The salesman with the most outside appointment wins \$5 from all other staffers. Or the salesman with the most call back lead appointments on his books gets a first class seat home and doesn't have to help tear down the booth. Or, the salesperson who generates the most sales in the first 30 days after the show gets a \$500 bonus.

Just make sure everyone knows the rules and knows what is expected and they'll usually be up to a good challenge.

WHEN YOU'RE AWAKE YOU'RE WORKING

Trade shows can be a few days 'off work' out of the office, a drudge, or the best days of your selling life. So, we'll ask it again. Where else can you meet as many potential customers in such a short amount of time, and have the chance to meet them face-to-face when they are most open to new relationships? You have to believe in the power of trade shows and adopt the attitude of going all out to take advantage of the opportunity.

From your booth shift, to a breakfast, lunch and dinner meeting with a client or prospect, to adding a day on at the beginning or end of a show to get out around town to visit customers in the area. Making the most of every minute will give you weeks worth of work once you get home. A business building extravaganza.

This is not to say that a few coffee breaks throughout the day and a good night's sleep should pass you by. It's important to recharge and refocus when the schedule is tough. But accept this ahead of time and give yourself a challenge to perform. If you work a trade show hard you will get rewards in return.

BE READY WHEN THE DOORS OPEN

Is there really any need to remind you to be on time? Attendees are always lined up waiting for the doors to open. Don't you want to be ready for them?

What kind of a signal are you sending if your booth is empty? How many prospects will you miss if you're still setting up the booth?

In other words, there is not a single good reason to not be ready when the doors fling open.

CHAPTER 5 THE ENCOUNTER

You've picked the first person to talk to and so now what do you do. There are certainly typical approaches and then there are some others that work.

In this chapter, we'll try to walk you through the first part of a typical encounter. The thing to remember is that virtually no encounter is a typical encounter so it's important to have all of this in your back pocket.

We'll try to keep the information in some semblance of order for the novice who has never done this before, but the best thing would be is to just know it so you can try it.

TIME IS YOUR #1 ENEMY

You don't necessarily want to talk to everyone that comes along. And, because you're friendly and approachable, asking personal questions before a sales question you're certainly a relief amongst the masses.

You only have a limited amount of time to spend with people and even though they are at the same show you're, they are not necessarily your target.

Remember what your qualified lead goals are. You can only hope to get 4-6 of them an hour and so you have to go through quite a few more to get there. This means two to three minutes per person on average.

Save the 15 to 20 minute highly effective encounter for the cream of the crop.

TIME MANAGEMENT TIP:

Go to the office supply store and get a supply of those little colored dots. Just a little one in green or red or yellow or whatever color you want.

Put it on the face of your watch and then when you look at your watch you see the dot. It is something you're not used to seeing, so therefore it wakes you up and reminds you (like tying a string around the finger) to ask yourself the questions, "Is what I'm doing at this moment moving me closer to my objective, or farther away from my objective?"

If the answer is, "You're moving farther away from your objective, then you need to get back on track."

THINKING ABOUT STARTING THE CONVERSATION

For some, the most paralyzing moment can hit you when you look down the aisle, catch someone's eye and realize they are probably going to talk to you.

If this seems absurd because you're the type who is willing to lie down in the aisle to get someone's attention; well, you can see there are a variety of thoughts about starting a conversation.

Remember that most everyone is out of their comfort zone at a trade show. Even though as an exhibitor you made the decision to be at the show if most of your sales are conducted over the phone, a trade show puts you out of your comfort zone.

The attendee chose to come, but the trade show floor still generally feels like shark infested waters.

It feels dangerous. And, I'm not sure at times who is really the most scared. But relax, everyone is human. If someone is rude, you don't have to do business with them.

Just remember, they have the same choice too.

SPEAK FIRST, TEN-FOOT RULE

The single most difficult moment can be simply opening your mouth and talking with a stranger. For some reason it is very hard for most people to begin a conversation. And this is very natural for something that is so unnatural.

So, you must talk to strangers because that's probably why you're at the show. You want to find new leads for new prospects.

The new rule is, when someone is within ten feet of you must open your mouth and speak to them. Once you open your mouth and start a conversation you'll be fine. Remember the old adage "The job begun is a job half done."

NOW WHAT DO YOU SAY? THE MOMENT OF CONTACT

After you've broken their pace and gaze routine, caught their eye and you're ready to speak...

Focus on the individual first and break the ice. Treat them like the person they are. Come up with two or three questions that are comfortable for you that can create a bond.

Remember you're not necessarily here to close only. One of the first steps is to build rapport so you can ask your qualifying questions.

As they are walking by you might ask:

- How are your feet holding out?
- So what's been your favorite thing to see so far?
- we noticed that you looked into our booth. Is there something that caught your eye?
- The show's really big this year. Have you seen much of it yet?

If somebody walks into your booth:

- Thanks for stopping by XYZ Corporation. What brought you in to our booth?
- Thanks for stopping by. What caught your eye in our booth?
- Thanks for stopping by. Have you done business with the XYZ Corporation before?

Think of introducing a little relief. Humor if you can pull it off, something friendly and personal instead of "Can we help you?" (NO) or "How are you today?" (Fine)

When other words, at all costs avoid questions that can be answered in one quick word. Especially the word NO.

QUALIFY, DON'T CLASSIFY

They've stopped at your booth. You've been warm, friendly, and interested. You've what brought them to the show. Now you need to find out if they are interested in your product now or in the near future. You need to qualify them.

Remember earlier when you figured out who your best prospect was. Now is the time to find out if this person is the right person. Ask them if they have those qualities you know you want.

For example if you want to know:

1. Are they the decision maker?

You could ask:

“You said you were looking for a new hydraulic pump. Are you the only one making the decision or should we send additional materials to you?”

2. How soon do they expect to buy?

You could ask:

“You said you just wanted to see what's new. Do you have plans for installing a hydraulic pump in the near future?”

3. What is the potential size of the order?

You could ask:

“You said you’re looking for a new hydraulic pump. Tell me a little more about how you use the pumps in your business?”

You don't know anything unless you ask. This will also help you avoid prejudging an attendee. It can be very easy to convince yourself that someone probably isn't interested. "Gee, we couldn't catch their attention so they don't need what we sell."

Are you that confident in your telepathic abilities?

Remember, stick to business with your qualifying questions because you don't know until you ask.

GET RID OF THE LOOKIE LOOS

Not everyone at a trade show is your prospect. This is a tough concept for many exhibitors. But it's mandatory to the health and wealth of your trade show objectives.

If it's clear that you're not having a conversation with a viable prospect, be polite, thank them for stopping by and move on.

Sometimes this is easier said than done. You were just so darn nice they really don't want to move on and talk to anyone else.

You could say:

- “Gee, it really sounds like we don't have a pump that would work for you. Thanks for stopping by.”

or,

- “Boy, we think we could talk all day, but we know how hard it is to see everything in three days so we'll let you go on your way. Thanks for stopping by.”

CHAPTER 6

NOW THEY'RE QUALIFIED

It's time for more information gathering before you move on to the next prospect. Remember you're not trying to close the sale here and now. You're just trying to achieve mutual agreement on the next best step after the show.

Things you should do now:

- Listen, listen, listen
- Watch the non verbal signals
- Learn how to summarize and take notes
- Confirm a mutual agreement

TIP:

You may even want to print up a prospect sheet you can fill out as a record of the conversation.

LISTEN, LISTEN, LISTEN

Knowledge of your product is a good thing, but be careful you don't get caught in the trap of talking too much. An interested, inquisitive buyer gives you the opportunity to take charge of the conversation.

Now is the time to continue using your qualifying questions to find out more about the prospects needs and concerns. Spend a little time on your product and the value added benefits of your sales and service as a part of your questioning, but again, don't try to close.

A good next step is to schedule a time to talk further (a good reason to not tell all upfront). It's important to know your product, but it's even more important to keep the conversation moving.

You've heard it before, so we'll say it again. Silence is golden. Too many booth staffers go into salesman mode automatically shifting into "mouth overflow" syndrome. The key is to focus on gathering information that will give you the opportunity to personally address how you can solve those problems the next time you talk.

There are times when you do need to engage in a more detailed discussion. Sometimes you can circumvent this by suggesting that the

question is a good topic of conversation for when you have more time. Sometimes you need to answer.

So, back to the point of this tip about listening.

For example, a question about product durability may also be a question about your company's return policy.

Or, a question about service may really be a question about product durability. You have to listen and carefully uncover what the questions really are.

If you try to understand rather than sell you will generally be a much better listener. This in turn will usually give you much better information to get you closer to the sale.

WATCH THE NONVERBAL SIGNALS

This is not meant to be a study of nonverbal body language. This is just a reminder that you need to pay attention. Research has shown that the main way an attendee remembers your exhibit is based on the behavior of the booth staff.

The long and the short of it is...people pay attention and they probably intuitively learn more than they realize they do.

Look for the abrupt change in body language and acknowledge it with your prospects. It could be the difference of getting the appointment or not.

LEARN HOW TO SUMMARIZE AND TAKE NOTES

You're going to be talking to a lot of people so the practicality of taking notes is probably pretty obvious.

The other good reason to take notes is that it makes your prospect feel important. That you're listening carefully enough to take notes sends an important message.

This is where an information sheet can come in handy. This helps make sure you ask the right questions for great follow-up.

This can also be a good way to help keep your mouth shut and listen. You need to be able to *really* understand what your prospect is saying vs. what you *think* they are saying.

A comment about equipment failure in their plant can be about the equipment itself, it could be about their service department, it could be about equipment performing beyond capacity, it could be about them not being involved in the decision to buy in the first place. You need to know how to summarize what the prospect is saying to you, ask for clarification and understanding and take good notes so you can address their particular issue.

MUTUAL AGREEMENT

This gets back to the purpose of you trade show encounter. Let us give you our definition:

The purpose of the trade show encounter is to get the prospect or current customer to agree to the next step in the sales process, whatever that step might be.

For example, maybe your objective at the show is to actually write orders. Then, this is what you're trying to get the prospect to mutually agree upon right there. That's your close. You're asking for the order.

But let's say you're not there for the orders, you're there to get leads. Most staffers don't realize that once you identify somebody who fits your target market you've, in fact, accomplished your objective. So, in reality, we need to think one step farther.

Let's say for example you're looking for personal appointments in the person's office after the show. That's the commitment you're asking for. You're taking them far enough along in your presentation and the relationship building process at the show to get them to agree to that personal appointment.

The questioning might go like this:

Q. "It sounds like it makes sense for the two of us to discuss this further. How about we set up a personal appointment. What is better for you, the first part of the week or the end of the week?"

A. "I don't have any time next week to meet."

Q. "We can chat by phone then. Which works better Tuesday or Thursday?"

A. "Thursday"

Q. "Morning or afternoon?"

A. "Afternoon."

Response and close. "Great we'll call you on Thursday at 2:00 how does that sound?"

The prospect agrees and you close.

If it doesn't go that easy and they don't want a telephone call, you may want to make sure you have qualified them correctly.

If you've tried a personal appointment and a telephone appointment and neither of those is doable then you should at least ask if they would like more information in the mail.

Example:

"Would you like some information? Let me send it to you in the mail. I'll have it in your hands by next week, and will call you the week following. Will that give you enough time to look at it?"

This is all about getting them to agree to the next step. If they don't agree, they're probably not your prospect after all.

CHAPTER 7
OTHER TIPS TO PAY ATTENTION
TO WIN THE ENCOUNTER

The following pages are more ideas about things to think about. Because an encounter is so unpredictable it's hard to really talk about them in any particular order. Some are tips for selling, some are just mental health notes. You just need to be aware and ready to use them when necessary.

ACKNOWLEDGE THEM IMMEDIATELY

Have you ever walked in a room where you don't know anyone and tried to slide into a closed circle? It's almost impossible and very uncomfortable.

Have you ever gone into a store wanting to buy something and the salesperson is on the phone or working with someone else and you feel like you don't exist? What do you do? You probably don't wait long.

So, don't do this to people who walk in your booth. Include them if you can, or give them a questionnaire to fill out, or point them in the direction of something to look at in your display.

Whatever it takes, excuse yourself for a moment and let them know you'll be right with them.

NOTE: This is something you will want to discuss with your other staffers. No matter what the team challenge is, make sure you always have a policy to get to any customer as quickly as possible no matter who welcomed them into the booth.

DON'T LET THEM GET AWAY

There are usually times in the show you'll be busy so you need to plan for it. Here are some things you can do.

1. Bring enough staff. Don't overcrowd your booth, but make sure you have more than one person whenever you can. This will at least mean the booth will never be empty - a cardinal sin.

2. Have a continuous run video, that can keep them entertained and informed about your services. Keep it short, though, about 3-5 minutes. People won't wait longer.
3. Have materials in binders for them to look at.
4. Have a sign up sheet
5. Get their business card if they look like they are in a hurry.

MAKE ATTENDEES FEEL IMPORTANT

Every trade show attendee wants to feel important. This should not be a revelation. In fact everyone you know, including yourself, wears an invisible neon sign that says just that.

"MAKE ME FEEL IMPORTANT!"

They've come to the show for a reason and it's your job to uncover that reason to find out if it makes sense for you to consider doing business together.

If you think about the person instead of the sale, you'll have a lot better chance of finding out what you need to know (even if it means wishing them well and sending them on their way).

"Love the one you're with."

DON'T LOOK AROUND FOR A BETTER PROSPECT

Relationship. The buzz word of the decade. But a very valuable buzz word. There is no doubt that the single greatest opportunity to differentiate yourself from the competition is to sell yourself. But you need to be sellable.

(At this point you may want to review the Return on Objective chart at the front of the book. What the customer buys today is worth a whole lot more if you can keep 'em happy.)

People just do things differently, if they know they're in it for the long haul rather than just for the moment. So, if at this point I'm having to do

a lot of convincing about this subject maybe you're reading the wrong book.

You can rank your prospects if you need to from 'A' prospects who are hot to buy to 'B's who are 90 days off to 'C's who are 6 months or more away. It's a balance when qualifying to make sure that just because someone is not interested immediately, does not necessarily make them someone to turn away hastily.

People buy from people they know, and from people they trust. This is the primary reason why trying to write sales at a trade show isn't always the wisest choice. Prospects can't possibly get enough information about you or your company in such a short amount of time. It's not about the literature you shove in their hand or about the fact that you even are there.

Prospects need to see some sort of proof that you're someone they would enjoy doing business with. Therein lies the beauty of finding a way to follow-up with them so you can begin building trust.

PEOPLE ARE NATURALLY SKEPTICAL

This is just a simple fact. Unfortunate but true. People have been a part of one too many song and dance shows. Anyone can claim that their service is what makes the difference.

This is where you have to come up with specifics and do what you promise. If you say you're going to send it; send it. If you say you're going to call; call.

If you follow through with what you say you're going to do you will be in the minority and people will remember.

ALWAYS TELL THE TRUTH

Don't be afraid to tell a prospect you don't know the answer to something. Offer to find out and get back to them. Make a note and follow through.

How do you think used car salesmen got such a bad reputation? Because there are the guys out there who will say anything for a deal. Or who will say something because they don't want any one to know they don't know.

Be honest and do what you say you're going to do and you have a great shot at creating a new customer.

KNOW YOUR RTQ

Rejection Tolerance Qotient. For most of us, we know that it's not easy to engage in conversations with strangers. You will have plenty of people in the course of the day tell you they are not interested.

On the 1-10 RTQ scale, a "10" is someone who loves cold-calling. They have no problem with rejection. This person can literally stand in the aisle and direct traffic into their booth. Attendees pushing past don't bother him or her. A "1" is someone who stands *behind* the booth, they're so afraid of rejection. Most of us are somewhere in between, so we have to be mentally prepared to handle this fact. After all, if our top objective is to generate new prospects, then we *have* to talk with strangers.

Remember, it's not unusual to take five times the number of no's to get to a yes. One thing we do is to celebrate every NO as one step closer to a YES. It makes thanking those people a lot easier. They just helped you get closer to your goals.

If you believe that you're not cut out for rejection you may want to question whether or not you should really be at the show. But cheer up. You're not alone.

Just remember, "What other people think of you is none of your business." You have no idea why people say no and unless you never get a yes, it really doesn't matter.

NEVER UNDERESTIMATE A PROSPECT

Just because 99% of your customers may happen to be male doesn't mean you won't ever run into a woman who is your perfect prospect. The rise in women in upper management and business ownership virtually guarantees you will be doing business with women.

Just because someone is dressed casually doesn't mean they aren't a serious shopper. It may mean they chose to be comfortable.

Just because someone doesn't ask all the right questions doesn't mean they don't know what they are doing. They just might be new or exploring or looking for someone to help them by playing naive.

You cannot afford to pass judgments on people who stop in your booth. It's one of the main reasons behind having your questions pre

planned. Everyone gets asked the same questions so you don't have to guess. Asking brings you much closer than guessing.

Remember: never classify before you qualify.

BADGE PATROL

Wear your own badge high and on the right. As you extend your right hand to shake your right shoulder also goes forward bring your name badge right to the front.

Don't forget to introduce yourself. You can also use your left hand to point to your badge, "Hi, I'm Bill." Then it's a visual and audio impression. Especially helpful if you have a hard name to pronounce.

Remember - people love hearing their name too. A name badge can be a great place for you to start. First, is the prospect a prospect or competitor. Name badges usually will tell. Then you can ask our prospect about their company as a way to start your probe.

"Hi Terry." We see you're from XYZ Company. What caught your eye that you might be interested in?"

THE KEYS TO A GREAT STAFFER

Following is a list of what attendees notice when they are walking the trade show floor. See how you stack up.

Attendees like exhibitors:

- Who are outgoing
- Who smile
- Who are knowledgeable
- Who are articulate
- Who are assertive
- Who are personable
- Who pay attention
- Who are helpful
- Who are good listeners
- Who are prepared
- Who answer the real question

Attendees do not like exhibitors:

Who appear bored

Who complain

Who are overly aggressive

Who are too busy

Who are not paying attention

Who don't know their product or service.

CHAPTER 8 IN OUR OPINION

The following ideas are, in the main, just good old common sense.

DON'T OVERINDULGE

..... on the plane flying in, at a hospitality suite, or out with a customer doing business. Why take a chance that you'll make the wrong impression or that you won't be your best in the morning.

All things in moderation. You need to be wide awake. So follow one of the many common sense lays. You're not on vacation. You're at the show to get some big time work done.

DO GET A GOOD NIGHTS SLEEP

Summarize your day.

- Prepare your status fax to send back to the office so they can get your info out to each prospect right away.
- Go through the cards you collected from your qualified prospects and make any additional follow-up notes you can think of.
- Plan for tomorrow and get to bed at a reasonable hour. No sense sleeping through the alarm and starting your day off with a harried jolt.

If you've got any clout with your travel department make sure you ask to be put in a room off the street as close to the exhibit hall as possible. It will make it easier for you to maximize every waking minute.

IF YOU MUST...

The following are things a lot of people do even though we recommend not to. So, if you just can't help yourself, here are some ways to improve on a bad idea.

- Don't have a fishbowl for names.

But, if you must have a fishbowl for names because you are absolutely convinced everyone at the show is your perfect customer, put it at the

back of the booth. This way people will somewhat self select based on their interest level because they will actually have to walk in your booth and risk talking to someone.

- Don't have a magician just to attract traffic.

But, if you must have a special act going on in your booth it really needs to somehow involve the product you're selling. The magician can magically make your product appear so you can immediately start talking about it. Make sure his little tale references the features and benefits of your product to help build the suspense.

Think about it, do bunnies out of a hat really have anything to do with why someone should do business with you? Call us and convince us.

- Don't leave your booth empty

But, if you must leave your booth empty make sure and have a looping video display so the booth can be working without you.

Leave a sign up sheet encouraging people to let you know they stopped by so you can get back to them.

Or, have a special activity schedule for when you get back to the booth. Most importantly, think hard about why you're missing people in the first place.

LITERATURE: THE EXPENSIVE CRUTCH

Just so it's perfectly clear what we think about literature...

One of the most common sights you will see at a trade show is booth staffers handing out literature fast and furiously. Often the word "stuffing" comes to mind. We encourage you to walk the show yourself. Notice that with just the smallest display of interest you will be able to collect bags of literature -- without even removing your exhibitor badge. Most people won't notice and they probably won't ask. They'll just give and give and give. You end up with a pile of literature you don't need and don't want because you were just testing.

The same thing happens to people when they are "shopping the show".

Think about it. When you pass out literature, it *automatically* goes into a bag with everyone else's literature. Is that standing out from the crowd or blending in?

Collecting literature as a buyer is an easy way of saying good-bye or walking on graciously. Or subconsciously a buyer might think he maybe someday will have the teeniest bit of interest in what he thinks you have to sell.

If someone is truly interested, get their card and tell him/her you'll send it. Then do it! This accomplishes three things:

1. Saves the cost of literature that really won't be used.
2. Forces you to qualify and get customer information.
3. Demonstrates you can keep a promise and be trusted.

OTHER DO'S

DO show respect for everyone

You just never know who they might be.

DO involve the prospect

Get them to work your equipment if you have it there or get them to fill out your questionnaire.

DO put people at ease and establish rapport

Put people first and the sale second.

DO have plenty of business cards

Take too many. These are the cheapest thing to hand out. You can write notes on the back, leaving your own reminders with people.

DO walk the show.

On one of your breaks take some time to walk the show. Look at what other people are doing. Put yourself in the shoes of an attendee and see what grabs you and notice what doesn't. Use the show as your training ground now that you have more information. And by all means check out the competition.

OTHER DONT'S

DON'T ad lib

This kind of goes along with telling the truth and knowing your product. It's always harder to correct a remark than to just not make it in the first place.

DON'T sit in your booth

The tendency is to complain about your feet, or read, or look at the floor, or just smile at people as they walk by, or to stare at the ceiling. When you sit, it tells people you're not interested, or bored.

DON'T eat

Again, what kind of message are you sending? Who knows what you might end up with in your teeth or in the corner of your mouth. Have you ever watched someone else eat when you aren't?

DON'T smoke

Fortunately most exhibition halls don't allow smoking, but even if you do it outside take care that you don't smell of smoke.

DON'T cluster, hover, or stalk your victims

When you're in a group with fellow staffers it's darn near impossible for a visitor to break in. You're not at the show to learn more about the people you work with.

When you hover or stalk, people feel uncomfortable. You have crossed the line between assertive and aggressive.

DON'T complain.

Attendees can complain. Exhibitors can't. In fact exhibitors even need to be sympathetic to attendees complaints.

National survey of attendees four top complaints.

1. Salespeople too busy.
2. Salespeople too lazy.

(This could mean salespeople are too busy talking to each other and don't appear interested in the prospect.)

3. Lack of information and ability to answer questions.
4. Staffers don't listen.

NEVER IMITATE OTHER EXHIBITORS FROM YOUR SHOW OR INDUSTRY

This should probably be a lot farther up front because it's probably one of the most valuable tidbits in the book. So this is your reward for getting to the end.

When we say don't imitate we mean specifically...

"Look at what the rest of the exhibitors are doing and don't do it!"

Ninety-five percent of the exhibitors at a trade show have had no training. They never read a book like this. So where do they figure out how to do what they are doing? They watch what everyone else is doing. Does this make it right?

This is where you get exhibitors simply copying each other. "Gee, their booth is crowded. How come? Hey, they have a magician! That's what *we'll* do next time!"

Go back to your objectives and then figure out what to do. in the case of having a magician or some form of entertainment. Ask yourself some questions:

- Is this something your selected prospect would even care about?
- Is it a way that you can get qualified prospects to raise their hand and say they are interested in doing business with you?
- Does a *magician* have anything to do with what you want a prospect to know or remember about your product?
- Is a *magician* the right tool to get them to stop and talk to you once the show is over so you can even qualify them?
- Will the *magician* help you collect names even if they don't stop to talk?

Now replace the word *magician* with any gimmick, event, giveaway, booth idea, attire etc. and see if what you're thinking stacks up to your criteria.

Once again. Does it appeal to the right target with the right message?

CHAPTER 9 THE DAY AFTER

We know, we know you just want to get on the plane and go home. You're tired. Did you do everything in this book? Then it should be one of the best tired's you've ever had. You should be satisfied.

But don't quit yet. Remember there is work to be done. In fact, the rest of it begins now.

DO WHAT YOU PROMISE

If you said you'd send information; Send information. if you haven't already had someone at your office doing this for you on a daily basis, make sure you do it as soon as you get back. It's really impressive if your information can beat the prospect back home.

If you're not prepared to follow through, we can save you and your company a lot of time and money. Next time don't even bother to go to the show. It's that simple.

Here is your chance to exceed expectations.

FOLLOW-UP

This is not rocket science so we'll never understand that studies from our office show that approximately 50% of exhibitors NEVER follow-up with their prospects.

Out of the 50% remaining, 60% follow-up with generic company information. No personal note nothing. So this leaves about 40% who are actually followed up in a personalized manner. (remember that is 40% of the 50%)

In real numbers this means:

100 people were qualified and requested more information.

50 people don't receive any information

30 people only receive generic information

20 people are happy with the personalized information they receive.

Does this leave the door wide open for you or what?

POST SHOW TRAP - GOING HOME

Don't get caught up in the pile of things on your desk. Stay focused on the business opportunities you just created.

Developing a plan before you leave for the show can be of great help to you now.

1. Remember those lead forms you filled out? Go back to them now and handle every follow-up. Plan for the ones in the future.
2. Recap how you met your goals. Get together with the other sales staff and finalize your challenges and make everyone accountable for what they said they were going to do.
3. Evaluate your success and make notes right now for what you can do better the next time.
4. Extend the show one more day. Ignore the stuff that collected on your desk while you were gone. Use that first day back to handle the show follow-up. You invested valuable time and money to generate high quality leads. Follow-up with them immediately!

Don't just fly home from the show and assume your business as usual mode.

REMEMBER WHO FILLS IN THE AMOUNT ON YOUR PAYCHECK

If you're paid based on performance, then you are in charge of the amount filled in..

Think about it. This is something you can control. You're accountable and responsible for the success or failure of the show.

BREAK THE INVISIBLE BOUNDARIES

Think about the high jump. No one ever thought of going over backwards until someone did it. And look how records get broken every year.

People train harder, they focus harder, they eat better, because they know what they want to do. They want to break the record.

This is an invaluable spirit to have when you go to a trade show. Be creative, and have fun. Be remembered.

Trade shows are the single most efficient, effective means of building new business if you take the opportunity seriously.

ABOUT Steve Miller

Steve Miller is a strategic marketing consultant specializing in the trade show industry. He works with show management to develop better shows and enhance long-term relationships with exhibitors, as well as helping corporations more profitably exhibit at trade shows. Working his first trade show at age 16, Steve has since built a reputation for achieving exceptional results for his clients through innovative, results-driven techniques. His clients include the Food Marketing Institute, the International Housewares Association, CONEXPO-CON/AGG, the National Association of Broadcasters, the Association for Manufacturing Technology, Coca Cola, Dana Corporation, Volvo, and Cincinnati Milacron, to name a few.

Maintaining an elite client base, Steve has personally consulted for over 100 international, national, and state organizations, as well as speaking to over 175,000 consumer and trade show exhibitors around the world. He is the author of four books, including his first, ***How to Get the Most Out of Trade Shows***, now in its third edition, which has been published and distributed throughout North America, Europe, Asia and Australia. His articles and video educational products have been featured in over 250 publications, including Fortune magazine, Fast Company, the Wall Street Journal, Business Week, Sales & Marketing Management, Success, Expo, and Business Marketing. He has also been a regular for PCMA's *Convene* and TSEA's *ideas* magazines.

Today's presentation focuses on Steve's philosophy and techniques that have proven effective in achieving exceptional results. Of course, your questions and comments are welcomed and encouraged throughout this session. Thank you for being here today!

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Interested in Steve speaking to your team?
He can help you achieve higher ROI at your next event
through a customized and motivational presentation prior to the show!
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