

Exhibit Like an Expert:

Tradeshow Tactics that Guarantee More Profits & Prospects

Set Goals for Better Results

Get the most out of your exhibiting experience by starting with the right agenda. Know what you want to accomplish. Tell the staff what's expected of them.

Select your agenda from the following goals:

1. Sell something.
2. Get leads.
3. Investigate the competition.
4. Network with other exhibitors.
5. Build your company image.
6. Gather market research.
7. Introduce important people
8. Reinforce existing client relationships.
9. Feature something new.
10. Prepare to get publicity.

Sharpen Your Sales Strategy

80% of show attendees base their opinion employees at the booth. A well-trained staff is a critical requirement for success.

1. Prepare a benefit list.
2. Anticipate objections.
3. Write a script using the 5 E's formula: *Engage-Excite-Educate-Encourage-Exit*.
4. Use the presentation consistently.
5. Make lead collection a priority.

Create a Dynamic Display

In a tradeshow perception is everything. Your display is a reflection of your company's image and professionalism. Take care to craft an attractive, eye-catching, memorable showcase that draws in your audience.

1. Match your display to your image.
2. Select a clever theme.
3. Incorporate interesting props.
4. Dress-up the staff to promote the theme.
5. Merchandise your exhibit properly.
6. Create a message with impact.



Increase Profits with Promotions

When your display is complete, add promotions to your plan that build excitement, draw attention and increase traffic to your booth.

1. Use a pre-show program.
2. Hold a demonstration.
3. Feature a personality.
4. Get interactive.
5. Offer samples.
6. Hold a drawing.
7. Offer a give-a-way.
8. Customize a flyer for the show.

Plan an Effective Follow-Up System

When the show is over, your work is just beginning. 73% of companies collect leads, but 80% of all leads are never followed up. Don't wait too long to contact your prospects.

1. Say thank you.
2. Make an announcement.
3. Take a survey.
4. Ask for referrals.
5. Share publicity.
6. Include a call to action.