

Special report

Five Secrets to Trade Show Success

Most companies do not realize the enormous profit potential that a well-run and organized trade show has. Here are a few of the major benefits a dynamic trade show exhibit can deliver:

- ⇒ Exposure to hundreds of potential customers.
- ⇒ Demonstrations of your products or services.
- ⇒ Sales right at the show.
- ⇒ A discovery of what competitors are doing.
- ⇒ Countless leads that will keep you busy for months.

To reap all these benefits and uncover the hidden profit potential of your trade show, you need a plan. Here is a simple, yet powerful and proven, five step system for trade show success:

Secret One: A trade show plan of action

You would not operate your business without a business plan, and you should not exhibit at a trade show without a plan of action either. You need to come up with a specific set of goals and a plan for how you are going to achieve them.

First, decide exactly what you want to achieve from your attendance at the trade show: Do you want to gather leads? Then decide on the exact amount. If your goal is to make actual sales, then determine who is going to make

the sales and designate a special area in the booth for writing them up. Want to reinforce your relationships with your current customers? Be sure your salespeople either write or call them before the trade show.

To be successful, you need specific, well-defined, measurable goals.

Secret Two: Marketing before the trade show

Sure, most companies market during a trade show. But the key to the vault is to do the marketing and publicity before the show.

It is true the organizers of the exhibition will do some pre-show marketing, but this is nothing more than general advertising to bring people to the show. You need a specific marketing strategy to generate interest in your business and your booth.

The *Trade Show Bureau* estimates that 45% of attendees come to an exhibit because they were personally invited, received a letter from the company, or saw an ad in a trade journal. Be sure your potential customers know you will be exhibiting at the show and that they should come and see you!

In fact, the BEST way to make sure your prospects visit your booth is to make them an irresistible free offer and advertise that free offer. Examples of giveaways include:

1. Something that has a high perceived value but with little cost to you. A video tape, audio tape, or CD-ROM are good examples.
2. Information that can really benefit your prospect. Make sure that this information also promotes your product or service.

Secret Three: Trade show sales training

Many exhibitors think all they must do is put their hot shot salespeople in the booth and the sales will take care of themselves. The truth is trade show selling and field selling are very different.

One reason is that time with a prospect is extremely limited. Be sure your entire sales presentation lasts no longer than thirteen minutes. Also, prepare your salespeople for the massive number of rejections they'll encounter.

Finally, tell them to expect lots of noise and people coming in and out of the booth during their presentations.

It is a good idea to have a separate "office area" where presentations can be made in a semi- quiet environment.

Contrary to popular belief, it is possible to sell and sell a lot of your product or service directly at the trade show. Companies Christopher Caldwell has worked for have sold literally hundreds of thousands of dollars' worth of their product right at the booth, while their competitors were satisfied just to generate leads.

But, to make sales, your salespeople must remain completely focused in a sometimes-hectic environment.

To increase your profits by as much as 300% you must make sure you follow...

Secret Four: Marketing after the show Your company has spent a lot of time, money, and energy on creating an exciting exhibit,

and if you have done it correctly, you should have hundreds of leads. Don't blow it by not following up.

Prepare thank you letters and information packets before the show begins and then mail them out to your prospects immediately after the show. **Do Not Wait!** Have your salespeople follow up a week or two after the packages have been sent out. This step is critical to the overall success of your show.

Secret Five: Make your exhibit unique

To be successful at a trade show, you must make sure that your exhibit stands out from the rest. But...

Beware of the illusion of “empty” success

No doubt, if you have been to a trade show, you have seen the booths that *appear* to be busy because of a live model, robot, sports celebrity, caricaturist, putting green, free food, key chains, bowls of candy, roulette, mime, juggler, contortionist, or jazz band. But what were the bottom-line results? Were qualified leads produced? Did people even remember the product?

By taking advantage of Mentalist Chris Caldwell's trade show program, you will see prospects and customers cramming around your booth getting their minds read, their powers of ESP tested, and best of all, enjoying themselves while learning all about your company.

Chris Caldwell's presentations are guaranteed to create excitement, make your exhibit the talk of the show, and help you reach your goals. Contact us today for more information.