Show Success

EXHIBITOR SUCCESS
ON-LINE TRAINING PROGRAM

Participant's Workbook

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PROGRAM GOALS

This program is designed to help participants and their companies....

- Understand and appreciate the role of the salesperson in the planning and implementation of a company's exhibit program.
- Develop the selling skills needed to reach the set objectives
- Develop the necessary `show attitude' needed to impart the proper message to the show attendees.

Course Description:
This is an on-line program designed to make your company's exhibit program more successful. It covers both the concepts and the strategies needed to fulfill this objective.

Course Objectives:

As a result of this program, you will

- understand the elements needed for a successful exhibit program.
- understand the role of the salesperson (booth attendant) in the success of the exhibit program.
- learn the skills necessary to complete your organization's objectives when exhibiting at any show.
- be able to identify potential problem areas in your company's exhibit program.

Course Plan:

We will be covering the elements for a successful exhibit program, and discussing their relevance to the organization.

It is important, that as you begin to discuss your organization's exhibit involvement, that you do not fragment the different parts (such as; the booth, the show, etc.) but refer to these collectively as The Exhibit Program. To be successful, the organization must see all these items interrelating.

WHY ARE SHOWS EFFECTIVE?

- because the attendees come by choice and pre-select themselves as interested in our industry and potentially our product.
- visitors come to see new products
- visitors come to make buying decisions
- visitors come to make comparisons
- most visitors have not seen a representative from your company in the last 12-18 months.
- From the total attendance at any given show, over 75% of the attendees will make a purchase within the following 12 months.
- Shows Work! Now we're going to learn to take best advantage of an age old marketing/selling opportunity.

THE SIX STEPS TO SUCCESS

OBJECTIVES
The reasons that your organization is exhibiting at the show

ACCOUNTABILITY
The sales force must be accountable for the time spent at the show

BOOTHMANSHIP
The 'art' of presenting yourself to your prospects

SALES TECHNIQUES
The selling skills and techniques needed to complete your objective

PRE-SHOW PUBLICITY
Getting your prospect to your booth

POST-SHOW EVALUATION
You must objectively evaluate your performance, to prepare for the next show

MAKE A LIST OF ALL THE EXPENDITURES THAT YOU ORGANIZATION WILL MAKE WHEN EXHIBITING AT A SHOW.

EXHIBIT EXPENDITURES

- ____
- ____
- ____
- ____
- ____
- ____
- ____

85%

of your companies chance for success depends upon the performance of YOU the booth staff

Consider the ***'100 Show Objectives'*** *on the following pages and choose no more than FIVE (less is better) that are most important to you. Rank them in importance. If you have others not listed here, please note them as part of your five.*

My FIVE Show Objectives, in order of importance are…

1) ______________________________

2) ______________________________

3) ______________________________

4) ______________________________

5) ______________________________

- Sell Products & Services on the show floor.
- Gather qualified leads for future follow-up
- Introduce new products or services to a market
- Demo new products or services
- Demo new usages of existing products or services
- Give your audience an opportunity to meet experts
- Give CEO an opportunity to meet your customers
- Meet your buyers face-to-face
- Open new markets
- See buyers not usually accessible to sales personnel
- Find the decision makers
- Be compared to the competition
- Learn about your competition
- Solve customer's problems
- Obtain feedback on new products
- Obtain feedback on existing products
- Conduct market research
- Find dealers, reps or agents
- Find personnel
- Educate personnel
- Develop leads for dealers, reps or agents
- Reinforce company image to a market
- Establish a new company image in a market
- Create customer lists
- Support your industry
- Reach your customers at a low cost per call
- Highlight new products or services to the media
- Highlight new company initiatives to the media
- Distribute product samples to your market
- Diffuse customer complaints
- Distribute product or service information
- Conduct a sales meeting
- Support corporate theme programs
- Introduce a new promotional program
- Introduce a new service
- Educate your customers
- Introduce new techniques
- Re-position your company in a market
- Change the perception of your company in a market
- Expose new employees to an industry
- New industry trends
- Network with colleagues
- Network with industry professionals
- Showcase new products & services
- Establish business with international buyers
- Introduce new products and services
- Support dealers, reps and agents
- Demonstrate your commitment to a market

- Introduce prospects to customers
- Explain new programs
- Gather competitive intelligence
- Attend the show functions
- Influence customer attitudes
- Create high ROI opportunities
- Develop strategic relationships
- Find new business opportunities
- Uncover joint venture opportunities
- Unveil licensing opportunities
- Find new business location possibilities
- Determine effectiveness of marketing campaigns
- Host special industry hospitality events
- Showcase company experts at seminars & workshops
- Market research for future product development
- Introduce new production methods
- Direct influence on decision makers
- Reduce sales costs
- Entertain special customers
- Distribute promotional tools
- Influence industry trends
- Have a portable showroom
- Introduce product uses through audio or video programs
- Interact with a highly targeted audience
- Build sales force moral
- Give prospect opportunity to experience products/services
- Open doors for future sales calls
- Understand/uncover your customer's attitudes
- Present live product demonstrations
- Introduce support services
- Give 'behind scene' personnel chance to meet customers
- Create a three-dimensional sales presentation
- Introduce community awareness initiatives
- Open foreign markets quickly
- Find other exhibiting opportunities
- Find ways of reducing exhibiting costs
- Developing new marketing techniques
- Creating a new image for your company
- Demonstrate non-portable equipment
- Overcome unfavorable publicity
- Publicize company associations
- Explain the effects of corporate changes
- Bring senior management closer to your customer
- Shorten the buying cycle
- Relate to the competition
- Generate excitement for new products/services
- Increase corporate profitability
- Enhance word-of-mouth market
- Round out corporate marketing mix

Quantifying the Objective

Now that we have chosen an objective, we must QUANTIFY it.

The presentation has been built around the objective of `Qualifying Leads' for future follow-up. If necessary check with your own marketing and sales departments for the appropriate objectives for your company.

The Objectives have been selected;
Qualifying Leads for Future Follow-up
and Enhancing the Company's Image.

We must define exactly what a qualified lead is, prior to setting some goals for the number of leads we must qualify.

A qualified lead is the name and contact information of someone that we (the booth staff, sales staff) have questioned, uncovered some specific needs, and after doing so, have made a decision that this person is a good lead for our company to pursue.

It is **NOT** someone that has dropped their business card in a fish bowl to win a contest. This is simply a lead, and in most cases will not necessarily be qualified.

Now that the Objective has been defined we can establish goals for how many qualified leads we must gather.

Six Minute Management
If your objective is qualifying leads, you should budget about six minutes per contact to complete this objective. Considering what must be accomplished, this does not appear to be a lot of time.

Here's what has to happen in approximately 6 Minutes:
- Meet the prospect,
- Qualify by uncovering their needs
- If the prospect 'qualifies' do a brief presentation to uncover specific needs
- Record their pertinent information
- Move on to your next prospect

Given these time frames, the maximum performance would be 10 qualified leads per hour. We know that there will be some wasted time while fellow employees and management drop into the booth and existing clients stop by to chat. As well as the fact that some contacts that you begin to talk to, will not qualify for your company, so you will not continue to talk to them. This can add up to a considerable amount of time. Once you factor in this `non-productive' time, the number that becomes realistic to achieve can be set.

The important thing to remember is that the number of qualified leads does not have to be a lot. If each staff member could qualify 2-3 leads per hour, the show would be a great success.

ACCOUNTABILITY

2-3 Qualified Leads per Hour

This is the number of qualified leads that will be expected from EACH salesperson, every hour that they are on the show floor.

The possibility of achieving this target is conditional upon several factors:

- we have selected the proper show (a show that has attracted our prospects)
- the show can deliver enough traffic past our booth
- our staff has the necessary ‘selling' skills and attitude needed to accomplish the goals

Other factors will also play into the final numbers that are set:

- Your market share
- Your industry buying cycles
- The relative ‘health’ of your industry
- The effectiveness of any pre-show marketing.

The real point being made here is that numbers of leads that are qualified don’t need to be large. Factor in all of the relative conditions and give your salespeople a number that is achievable. Numbers can be adjusted during the show.
The key element is that you have established an expectation and a target number regarding booth performance.

BOOTHMANSHIP

MAKE A LIST OF ALL THE THINGS THAT WOULD BE CONSIDERED `BAD ETIQUETTE' WHEN WORKING IN A BOOTH.

Sales Strategies

The five parts of the `Sales Cycle'

1. **INTRODUCTION:** It's your job to get a conversation started.

2. **QUALIFY:** Determine who this person is and what their needs might be.

3. **PRESENTATION:** Where we tell a little about us, and learn a lot about them.

4. **CLOSE:** The moment when we complete our objective.

5. **FOLLOW-UP:** After the show, the call back to start the actual selling.

THE INTRODUCTION

Watch your boothmanship

Watch your attitude (look friendly)

Make eye contact (look for a friendly face)

Take control of the prospect by asking an open-ended question
(a question that **cannot** be answered with a **yes** or a **no** and not sales or product related)

Example: How are you enjoying the show today?

MAKE A LIST OF POTENTIAL OPEN-ENDED QUESTIONS, THAT WOULD BE SUITABLE TO START A CONVERSATION WITH A PROSPECT.

THESE QUESTIONS OFTEN BEGIN WITH: HOW, WHY, WHAT, WHERE OR WHEN.

QUALIFYING

DEVELOP A **PROFILE** OF THE KIND OF PROSPECTS
THAT YOUR COMPANY IS LOOKING FOR AT ANY GIVEN SHOW.

Every company has a different set of criteria for who qualifies to do business with them. It may be territorial, it may be financial, it may be a certain position (Marketing Director, Purchasing Agent) in a company that you are looking for.

It is a good exercise to list the qualifying criteria for your company and then prioritize them.

This exercise should result in a clear picture of exactly the type of prospect that your company is looking for.

Everyone will have their own list of 'qualifiers'. Here are a few examples of what you might want to know about a prospect to begin to develop a 'prospect profile'

We need to know:

What is the prospect's name?

Where the prospect is from?

What industry is the prospect related to?

What company does the prospect work for?

What is the prospect's ability to influence an actual sale?

What is the proposed time frame of the purchase?

We can now structure a set of questions designed to extract that information and by asking the questions we stay in control.

Salesperson:	**"Hi, How are doing, How are you enjoying the show?"**
Prospect:	"It's just great"
Salesperson:	**"My name is Bill......and yours?"**
Prospect:	"Steve"
Salesperson:	**"Where are you from Steve?"**
Prospect:	"Atlanta"

Salesperson: **"What do you do there in Atlanta, Steve?"**
Prospect: "I'm Vice-President of Marketing at Acme International"
Salesperson: **"What does Acme do?**
Prospect: "We're in the manufacturing of Widgets"

You have asked some of the questions designed to get you the information you need. At any point in this conversation, YOU can terminate the contact.

Let's say your company cannot service Atlanta.....after the answer to "Where are you from", you can simply say, "It's been great to meet you Steve, hope you enjoy the rest of the show".

Which means you can exit a conversation whenever the qualifying criteria don’t fit. This does not mean that you shouldn’t probe a little further to find out why the visitor may be a prospect.

If the criteria fit, then you have a prospect.

Note specifically for Trade Show Exhibitors:
In many shows a lot of the needed information, is contained on the badge the prospects wear. You are trying to establish a `personal' relationship with people and peering at someone's chest a minute after you meet them isn't going to do that.

The badge should be used only for the color coding aspect.
Find out from show management what the different colors of badges signify.

A*sk the Qualifying Questions, this leads to building a better rapport with the prospect.*

Determine your criteria, ask the appropriate questions, **listen** to the answers ......if the prospect qualifies (this is a decision only the booth person can make) then go ahead with the next step.

Remember;
the person that asks the Questions stays in control of the conversation

PRESENTATION

THE F. B. R. SYSTEM

FEATURES

BENEFITS

RESPONSES

The basic philosophy is, **never assume** a prospect understands what your products or services are, or how they are utilized.

This system of questioning will ensure that your prospect will hear about your product/service in a format they can relate to, and you will stay in control of the conversation.

When you have selected the product/service to start the presentation with, you present in this way.

1. STATE A PRODUCT FEATURE

Features are the things that make salespeople love their products. Things like color, size, speed, price etc.

Benefits are why the prospect will love our products (what a feature will do for them)

So you, state a product/service feature, then:

2. STATE THE BENEFIT OF THAT FEATURE

Note: You will find that each feature has many different benefits, depending upon the prospect that you are talking with. This is why it is important in the qualifying stage to learn as much about the prospect's needs as you can.

You then ask for a reaction (response) to what you just told the prospect.

Salesperson: "Widgets, we have a terrific line of Widget transporters, as a matter of fact (state a feature) this one right here has four wheel steering (state the benefit) which means of course that you can park it on a dime, and save all kinds of space. (Ask for the response) How do you feel about that?

Now listen for the response!

Prospect:
a) "It's not something that we ever considered, but it would sure solve our space problem"

b) "I really don't think we need something that sophisticated"

By listening to the prospect's responses, you can learn which way to take the conversation.
The answers will validate (or not) the direction your questions will take.
Keep probing until you get a connection!
A poor salesperson talks, talks, talks, a good salesperson questions, LISTENS and adapts.
You only need to spend three or four minutes to uncover a lot of information.

LIST SOME OF YOUR PRODUCTS/SERVICES AND DEVELOP A LIST OF FEATURES AND BENEFITS FOR EACH.

FEATURES AND BENEFITS

CLOSING

'Closing' when qualifying a lead means the completion of your objective.
The visitor has been qualified; their product or service interest has been validated.
Now you can wrap things up.

Salesperson: "Steve, in talking to you for the past few minutes, I am sure that our company can help you with the re-design of that floor space and provide the transporters as well. If you'll give me your business card, I'll pass this information along to Gayle Fisher, in our Atlanta office and she'll be calling you to follow-up".

The prospect now knows that you listened to his/her needs and have already started to think about them.

The important step now, is to be sure that the information is properly recorded, with all the information that you (or someone else) will need to know to make that proper follow-up. At many shows, lead sheets are provided as part of the exhibitor package and often you can rent the hardware to `run' a prospect's registration card through the imprinter.

It may be more advisable to design and print your own lead forms, which will reflect the unique situations that your company may have. This is a most critical stage in the selling process and should not be left up to business cards crumpled up in a jacket pocket. Your lead sheet should probably be a two or three part form. This allows a copy of the lead to remain with a sales manager, allowing them to check for follow-up, a copy of the lead to be given to the sales person that will be following up and a copy may go to marketing perhaps to develop a 'house' mailing list.

In a large company, the process will fail if ALL the booth personnel across the country have not had the same training. It is important that a system of qualifying, presenting and following up is developed and carried out by the entire staff.
This will ensure continuity throughout the system and also an appreciation of the importance of a well qualified show lead.

Proceed to the next step in the sales cycle:

FOLLOW-UP

To maximize the return, follow-ups should be done within **10 working days**

Note: This does not mean that you have to be face to face with the prospect within 10 days (although it's best if you can). It means that you have to respond (or the salesperson from the appropriate territory) and acknowledge that you met the prospect.

It may be by letter or a phone call, but it must be done quickly.

There is one revealing statistic from the exhibition industry:

7 out of 10 Exhibitors NEVER Follow-Up!

Most salespeople never follow-up because they have no faith that show leads are worth pursuing. This is because, most often the prospects are not properly qualified by the booth personnel, so the leads become fairly invalid.
A salesperson, following up a lot of poorly qualified leads, becomes quickly frustrated.

When the leads are properly qualified and the follow-up call is expected by the prospect, the salesperson will quickly see the merit in shows.
Not only that, but when the leads are properly qualified, there are less of them, so the numbers go down, the quality goes up and so does the Return On Investment.

PRE-SHOW MARKETING

The first rule of any pre-show campaign is:

IT'S YOUR JOB TO GET YOUR PROSPECTS TO YOUR BOOTH

No one knows your customer/prospect base the way your salespeople do; some of the more traditional ways to encourage them to attend are as follows:

Advertise in trade magazines and journals

Advertise in the `show guide'

Send promotional flyers out with statements and invoices

Utilize direct mail to target markets

Utilize e-mail to target markets

Present seminars at the show or conference

Use promotional stickers on correspondence

Use promotional items on-site (hot air balloons etc.)

If you have a significant topic, hold a press conference

Develop press kits and news releases regarding new products

Send out free passes, often supplied by show management

Stage a special event, designed to draw attention to your presence

Use your web site to inform and encourage prospects to visit you at the show

These pre-show programs all work in their own way and they all have a budget figure to attach to them. One of the most effective forms of pre-show publicity, has very little cost attached to it and establishes a personal relationship with a prospect immediately.

Have **each** of your salespeople call their **10 best prospects** and invite them to visit your booth at the show. They are able to target the `right' prospect and deliver exactly the right message. After you phone and invite them, send a letter, detailing how they can find your booth, when you will be on duty and include a few free passes to the show. Remember, the visitor may be trying to locate you in the midst of hundreds of other exhibitors.....give them all the help you can.

POST SHOW EVALUATION

When the show is over, it is a good idea to evaluate the results based on the criteria set down in this presentation.

Too many companies simply keep on exhibiting in show after show, never getting anything out of them and finally in frustration, just pulling out of shows altogether. Shows offer the finest opportunities for marketing and sales, but it does require a comprehensive program.

The key element in the Exhibit Program are the staff that work in the booth. It is a good idea to involve them in any post show evaluation process. These are the people that were on the show floor, face to face with the prospects, the clients and the industry. They have some valuable input for the exhibit program, yet are very often ignored as soon as the show is over.

It is vital to the success of the program that you involve the staff. Put together a questionnaire that allows them to input their thoughts about the booth, the show, show management, and anything else that you need opinions on.