

# Maximum Exhibiting Results

**Participant Objectives:**

*By the end of this seminar, you will...*

1. Better recognize and take advantage of the value and opportunities tradeshow provide.
2. Learn three critical exhibiting success factors and specific skills within each factor to improve your exhibiting effectiveness and results.

*A Custom Exhibitor  
Training Session for:*

**SouthWest  
SHOWCASE**

*Southwest Showcase  
Wednesday, March 3, 2004  
Austin, TX*

*Developed By:*

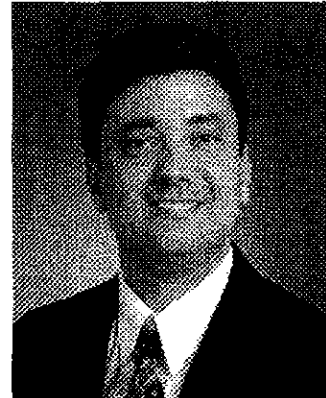


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# Want to Make it BIG in Show Business?

## America's #1 Results Producing Exhibiting Expert Can Help!

*"In today's changing and competitive marketing arena, exhibitions are one of your most effective media... IF done properly. However, few exhibitors understand how to make exhibitions really payoff,"* says Jefferson Davis, America's premier exhibiting expert and author of Results-Focused Exhibiting.



Described as *"a burst of focused and positive, can do energy"*, Davis's innovative, practical and process based approach to exhibiting has helped his clients produce over **450 million dollars** in exhibition sales since 1991. Over 75,000 exhibitors have attended his exhibiting success seminars and workshops. Hundreds of companies have hired Davis as a consultant and trainer and have experienced immediate, dramatic and measurable improvement in their exhibiting results in just one show cycle.

## Does your company have what it takes to make it big in show business?

Visit [www.compedgetraining.com](http://www.compedgetraining.com) and take our Complimentary Exhibiting Needs Assessment to find out. Or call Jefferson Davis at 800-700-6174 to learn more about:

- ❑ Exhibiting by Objectives Consulting Services
- ❑ High-Impact Pre-show Marketing System Development Consulting
- ❑ Custom Exhibit Staff Training Workshops
- ❑ Solution Focused Process Based Sales Training and Development Programs
- ❑ Closed Loop Lead Management System Development Consulting
- ❑ Exhibiting Cost Control and Return on Investment Process Consulting

**Competitive  
Edge**   
*"exhibiting excellence"*

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# The Exhibiting EDGE

**In today's competitive and changing sales and marketing arena, exhibiting is...**

one of your most effective sales and marketing media, \_\_\_\_\_.

**To produce significant results, you must get clear about what you are "really" buying!**

\_\_\_\_\_

## **3 Areas of Exhibiting Effectiveness:**

1. Cost-effectiveness  
Field Sales                      Tradeshow  
Cost of a face-to-face sales call                      \_\_\_\_\_  
**Fact: Tradeshow reduce the cost of a face-to-face sales call by 52% or more!**
2. Sales-efficiency  
Number of calls per day                      \_\_\_\_\_  
**Fact: Tradeshow can deliver a high volume of sales calls in one day!**  
Number of follow-up calls to close                      \_\_\_\_\_  
**Fact: Tradeshow reduce the selling cycle!**
3. Sales-effectiveness  
The buyer \_\_\_\_\_ to you, with an \_\_\_\_\_ on your \_\_\_\_\_!  
**Fact: You cannot replicate these dynamics through any other marketing media!**

# The Exhibiting EDGE

## If tradeshows are so great, then why aren't exhibitors getting better results?

1. They don't recognize the many \_\_\_\_\_.
2. They don't know \_\_\_\_\_.
3. They don't Exhibit by Objectives, they exhibit by \_\_\_\_\_.
4. They aren't \_\_\_\_\_ to results.

**Important Message for NEW Exhibitors!** If the people attending this show use, recommend or buy what you sell, do not judge the show's value from one try; you must commit to exhibiting at least \_\_\_\_\_.

5. They don't focus enough \_\_\_\_\_ on the three critical exhibiting success factors.

## Three Critical Exhibiting Success Factors (CESF's):

1. Your ability to attract \_\_\_\_\_ of the \_\_\_\_\_ people to your booth.
2. Your booth staff's ability to execute high-quality solution focused interactions that gain a \_\_\_\_\_ from the visitor to a next action step.
3. Your sales staff's ability to follow-up to convert commitments to \_\_\_\_\_ to purchasing action and \_\_\_\_\_ results.

## *NOTES*

# Success Factor #1. How to Get Enough of the Right People to Your Booth

*“You cannot just rent a booth, show up and hope buyers find you - you must use targeted pre-show marketing!”*

## A 5 Step Marketing System to Fill Your Booth With Qualified Buyers

**Step #1.** Set an \_\_\_\_\_ !

	# of exhibiting hours:	_____
x	# of booth staff:	_____
=	Total staff hours:	_____
x	# of interactions per hour:	_____
=	Total show interactions	_____ *

*\*Do not judge a show by total attendance but by considering your exhibit activity level and the number of people attending who match your visitor profile!*

**Step #2.** Assign a \_\_\_\_\_ !

	Total show investment:	_____
x	Percent allocated to marketing:	_____
=	Pre-show marketing budget:	_____

**Step #3.** Create Your Ideal Prospect Profile

\_\_\_\_\_  
\_\_\_\_\_

**Step #4.** Build Prospect Lists

In-House Lists  
Customer/Prospect Files  
Recent Inquiries  
Distribution Channels

Outside Lists  
Show Management  
Association Members  
Trade Publications

**Step #5.** Use Pre and At-show Marketing to Attract Prospects

## ***Success Factor #2. How to Have Higher Quality Interactions and Get Commitments***

*“The difference between a tradeshow as an expense or an investment is the people working your booth!”*

### **Keys for More Effective Interactions**

1. Observe the rules of \_\_\_\_\_.
2. Get more people to \_\_\_\_\_ at your booth.
3. Effectively engage booth:
4. Don't start \_\_\_\_\_ right away - ask good questions and listen.
5. Keep your messages \_\_\_\_\_, persuasive and interactive.
6. Secure a \_\_\_\_\_ to the next action step.

## ***Success Factor #3. How to Follow-up to Convert More Leads to Sales***

*"Be there when the buyer is ready to buy - not just when you are ready to sell!"*

### **4 Power Tips for Converting More Leads to Sales**

1. Get a solid \_\_\_\_\_ in the booth.
  
2. Capture more \_\_\_\_\_ at the point of contact.
  
  
  
  
  
  
  
  
  
  
3. Stand out from the crowd through your follow-up efforts.
  - Use "Here's the information you requested at the show." stickers.
  - Use handwritten \_\_\_\_\_.
  - \_\_\_\_\_ your literature.
  - Consider priority methods of delivery.
  
  
  
  
  
  
  
  
  
  
4. Be persistent - it pays!
  - Plan for at least 7 contacts over the next 12 months.
  - Focus on building the relationship too!
  - Play the \_\_\_\_\_ role.
  - Reduce their risk by offering test and trial programs.

## *Exhibitor Success Seminar Survey*

*Thank you for joining us today!* We hope you gained information and ideas that will help you get more from our show -- so you keep coming back. Please complete this important survey. Your input is important!

**1. Did attending this exhibitor seminar help increase your understanding of the IMPORTANCE and VALUE of exhibiting?**

Yes       Somewhat       Not Really

**2. How would you rate the quality of this SEMINAR?**

Outstanding     Excellent     Very Good     Good     Not as Good as I Hoped

**3. How would you rate the SPEAKER?**

Outstanding     Excellent     Very Good     Good     Not as Good as I Hoped

**4. What was the MOST IMPORTANT idea you gained from this workshop?**

**5. Based on what you learned in this workshop, what is the most important thing you feel you must do to get BETTER RESULTS from our shows?**

**6. Based on how you feel now, do you believe you will exhibit at our show next year?**

Definitely     Probably     Not Really     No

**7. Would you like show management to continue offering exhibitor educational programs?**

Yes     No    If yes, can we count on your participation?     Yes     No

**8. What TOPICS would you like to learn more about?**

<input type="checkbox"/> Preshow Planning	<input type="checkbox"/> Exhibit Sales Techniques	<input type="checkbox"/> Reducing Costs
<input type="checkbox"/> Preshow Promotions	<input type="checkbox"/> Working the Booth	<input type="checkbox"/> Measuring Results
<input type="checkbox"/> Booth Design	<input type="checkbox"/> Lead Capture	<input type="checkbox"/> Attendee Behaviors
<input type="checkbox"/> Getting Publicity	<input type="checkbox"/> Post Show Follow-Up	<input type="checkbox"/> Preshow Buyer Research

We are interested in being more successful at tradeshows. Please contact us about:

- Exhibiting by Objectives Consulting Services
- Pre-show Marketing Consulting Services
- Exhibit Staff Training Programs
- Closed Loop Lead Management System Consulting
- Measuring and Reporting Consulting Services

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
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 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
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