

Frequent Exhibitors – increase your return on investment at the next show



This short programme is designed for experienced exhibitors who wish to squeeze more sales leads and returns from the shows they attend. It focuses on maximising the ROI of exhibition stands and conferences in home and overseas markets.

Take a walk around any exhibition and you will see many bad stand habits and poor execution. E.g. Groups of salesmen/ women clustered together, people seated with folded arms looking bored, potential customers being ignored.

Transformational sales that bring leaps in company growth often come from contacts made at shows and being out there in the marketplace.

This session has proven to focus the mind on exhibition opportunities, to prepare for them and work the stand to maximum return.

Ask yourself if any strategic areas can be reviewed, polished and refreshed:

1. How many contacts did you make at the last exhibition?
2. What increased order values did you achieve?
3. How pro active and slick were your stand personnel?
4. How many contacts did they let slip through the net?
5. What will you do differently to improve for this year?

Quick wins

Quick wins for exhibitors will come from revisiting pre show publicity, challenging how stand personnel attract and engage with more customers? how they deliver the right message? - gain commitment to the next stage of discussion.

A trade exhibition is like a series of £1,000 or Euro notes 'floating past the stall'. You only have a split second to stop the visitor and capture as many as possible of the right contacts before they go to a competitor!

At a recent show, one company with 2 well trained personnel on stand, achieved 180 well qualified leads and contacts over 3 days – more than enough to follow up!

On the basis that each qualified contact means an opportunity for long term business, getting it right first time is crucial.

Key Skills Rehearsed

Content can be tailored to specific exhibitions and organisations:

- Key performance indicators
- Transformational vs Transactional sales
- Company & visitor objectives
- Planning the 4 stages of a show
- RFM stand sales ladder
- Briefing your team
- Reviewing the contacts you make
- Stopping customers
- Creating busy stands
- Qualifying prospects quickly, BANTER
- Identifying other stand holders
- Building press contacts
- Handling two people at one time
- How to avoid ignoring customers
- Spending appropriate time with existing customers
- Dealing with the multiple DMU
- Building contacts at conferences
- Differentiating your products/message
- Identifying buying signals
- Gaining commitment - Sale/Appointment
- Meet the buyer/ elevator pitch template
- Recording information correctly
- Your brand in front of the customer
- Follow up procedures

Teaching style –

An interactive format of games ensures all delegates are participants, so have opportunities to practise techniques and rehearse for the stand!!

Outcome

- More traffic to the stand
- Improved sales opportunities/ sales leads

Training delivered to groups of exhibitors attending on a country or area pavilion. It can also be delivered in company prior to specific shows.

What has been said...

"I have been on a lot of stands in the UK and Abroad but never too old to pick up good habits!"

"I have been doing trade shows for 20 years and I learned loads of new tips and ideas. Bring it on!"

Recent experience – 2016/2017:

- Showcase Ireland, Dublin
- Scottish Pavilion -OTC Houston USA
- Offshore Europe, Aberdeen
- Offshore Energy, Amsterdam
- UK Space Conference, Liverpool
- Mobile World Congress, Barcelona
- Game Developers Conference, San Francisco
- FHC Shanghai, China
- Health & Safety, Glasgow, Scotland
- International Food Expo, London
- Ecobuild London
- Speciality Fine Food, London
- Visitscotlandexpo

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