

The Paul Gertner Group

The Trade Show Secrets Seminar



Trade Show Marketing Assistance for the Small to Medium Exhibitor

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The following is an overview of the topics that are covered as part of the Trade Show Secrets Seminar. We may not be possible to cover every single item in detail during the course of the 90-minute seminar. We always have a preliminary planning phone conference prior to the program to insure we are addressing the areas of training that you feel will most benefit those who are selected to staff your exhibit during the show.

I. What is Different About Trade Show Selling

A. The Advantages

- Large number of buyers in one location
- Ability to feature and demonstrate products under controlled conditions
- Opportunity to present full product line in less time than any other setting
- Valuable feedback from customers and prospects
- Time to increase product knowledge, sharpen sales skills, and build teamwork

B. The Environment

- People do not act normal
- 95% lookers & 5% buyers
- Four types of trade show people
 1. The Education Seeker
 2. The Technocrat
 3. The Reinforcement Visitor
 4. The Solution Seeker
- Five areas of concern
 1. Personal Interest
 2. Business Concern
 3. Technical Question
 4. Relationship Building
 5. Productivity Increase

II. Why (fill-in show)? What Will We Accomplish?

- Positioning the company
- Building the mail list
 1. Be smart about this
 2. Qualify the leads
 3. Also update and delete duplicates
 4. Be complete with the information
- Lead Generation
 1. Qualifying our current and prospect base
 2. Scheduling follow-up opportunities for contact
 3. Gathering intelligence on customers/prospects
 4. Computing environment, plans and budgets
- Goals and Objectives for the show
 1. At least 300 new customer mail list names
 2. At least 150 new customer leads to follow-up

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3. At least 200 product sales leads to follow-up
(Awards for top lead generators? Great way to make it challenging)

III. How do We Get Our Fair Share of Booth Traffic?

- Only _____ attendees and over _____ exhibitors
- Some interesting Statistics
 1. 50% of attendees do not go to every booth
 2. Average attendee visits only 30-40 booths
 3. 93% only stop at booths they were invited to
- Pre-show marketing
 1. "VIP" passes for your best customers - tie in with promotion
 2. Any Target prospects
 3. Telephone your customers
 4. Invite to see a specific product (line)
 5. Invite to meet you
 6. Invite to discuss featured product(s)
 7. Invite to pick-up free gift
 8. Invite! Invite! Invite! Invite!!

IV. The time to perform

- Approach the prospect, don't wait
 1. 95% lookers, 5% buyers
 2. You have only 4 seconds to hook prospect
- Have a Key question sequence
 1. What attracted you to our booth?
 2. What do you know about the Bank of America?
 3. Did you know our services...?
 4. Do you receive our literature?
 5. Avoid the "Can I help you"? Try the "Are you looking to improve your _____?"

V. Meeting the Prospects and Holding Their Attention

- You must approach prospect and be ready to help
 1. 94% of buyers will wait 30 seconds for a rep
 2. 83% are willing to wait up to 1 minute
 3. Only 42% will wait up to 2 minutes for help
- Approach head-on with key question sequence
 1. What are they interested in? What do they use?
 2. Create a base of awareness by referencing a previous product experience or previous contact with us.
 3. Important to do research on prospect before show

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4. Get the customer involved in demo if possible
- Use good, basic qualifying skills to find buyers
 1. Do not present literature too soon
 2. This creates a "hit & run" behavior that does not permit you to gain appropriate information
 3. Can be perceived as a disengagement or end of a conversation (this can be an advantage)
 4. Literature are used to verify the info from the sales person and to provide a means of keeping in touch
 5. To help assure a 60+% readership after the show use yellow post-it notes, hand written with the pertinent points of the conversation.
 - CLOSE ON A COMMITMENT TO ACT
 - Use the "Sales" unit to get DETAILED info about the prospect for immediate follow-up after the show (more on follow-up later...)
 1. Keep the lead card in hand and write as you get info.

VI. After the Show -- What Do Prospects Remember?

- The quick answer is very little
 1. A negative impression
 2. Not what you tell them but what they tell you
 3. Notes written on brochure
 4. Two or three significant cost/time saving products or services relevant to their work.
- How do we help them remember XYZ Company or you?
 1. The brochure with hand written post-it notes
 2. Following-up on all leads immediately
 3. Follow That Lead - The Real Sales Work Begins
- Good lead management begins with planning. It occurs before, during and after the exhibit.
 1. Start now: Assemble a package for follow-up, a letter, appropriate information, account managers name, reference to the exhibition.
 2. Know your buyers: What are the right questions to ask to find buyers? Who buys from us now?
 3. Qualify, qualify, qualify: Don't be ashamed to ask about spending plans or purchases from competitors.
 4. Follow-up quickly - all lead cards will be distributed and tracked
 5. Write down what makes the good leads good
 6. Never say die: A sales lead isn't dead until the prospect is
- Working the Show -- Looking Good & feeling Good
- The booth IS our company - it reflects what we are

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1. It will be set-up to look interesting & inviting
 2. Products and literature will reflect best sellers
 3. Booth will be kept neat & clean at all times
- You are the company too!!
 1. Dress for success. Business attire
 2. Look approachable and friendly
 3. Don't wait -- approach the prospect
 4. Avoid talking to fellow personnel - Don't cluster in groups
 5. Wear your badge on your right side
 6. Avoid passing prospect off to others
 7. Body language (stand straight or in military at -ease stance with weight evenly distributed)
 - Beat the constant pressure of "the approach"
 1. Trade shows are hectic, with periods of heavy traffic and no traffic.
 2. You are constantly "on stage" weeding out the lookers from the buyers
 3. Avoidance behavior begins -- you talk faster, avoid eye contact, pretend to be busy elsewhere
 4. Take a break, re-energize yourself, get some air, exercise, remember your favorite joke
 5. Single most important contributor to burnout is what you eat. Donuts & fast (greasy) food, coffee & alcohol will do you in.
 6. Eat sensibly during the exhibition
 7. A good nights sleep is the best refresher

Paul Gertner, President of the Paul Gertner Group is the primary trainer for *The Trade Show Secrets Seminar*. He is an entertaining speaker who has frequently appeared on *The Tonight Show*, NBC, ABC, HBO and at meetings around the world. His programs have been featured in *The Wall Street Journal*, and he was an invited performer at the Inauguration of President George W. Bush. Paul Gertner is recognized as one of the pioneers of corporate magic in the trade show industry. He has personally designed and presented trade show programs for more than 500 companies over the past 30 years. You want your staff to learn from someone with "real world" trade show experience. When it comes experience Paul has logged over 15,000 hours standing on a trade show floor at more than 750 trade shows around the world! *You are hearing from a veteran of the trade show floor that has been there and can tell you what will work and what will not!*



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Corporate marketing through magic.

380 BUTLER STREET • PITTSBURGH, PA 15223

1-800-577-6244 www.paulgertner.com

Email info@gertner.com