



Don't Miss a Opportunity: Make Every Event Work For You.

Trade shows, seminars and exhibitions can make a huge difference in your business. They are wonderful opportunities to get in front of your customers, clients, and prospects and to disseminate information and company culture. However, too many exhibitors just "show up" rather than implement a definitive strategy and protocol to reap rewards. Every event represents a large investment of dollars, time, and energy, so why give it second-class status? Take control from the beginning. Implement "*The 10 Dos of Trade Shows*" and observe "*The 10 Don'ts*". They may sound overly simplistic...but if you observe them, you can maximize the potential benefit of every show on your schedule.



THE 10 DOs

1. **Always...** understand the merits of your product or service in order of importance...not to you... but to the prospect you are addressing. Discover his or her major PODs (points of decision) and present your case within those confines.
2. **Always...** use a prospect's name in conversation, whether it is Harry, Harry Jones, Professor Harry Jones, Dr. Harry Jones, etc. Implement this in your conversation as soon as you know to whom you are speaking and establish the personal/professional relationship.
3. **Always...** be sure to get your prospect's business card, particularly if they are internationals or speak a different language. Always get their name, company, and purpose of attending the show. And make sure they take your card, in addition to your brochure or premium.



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4. **Always...** speak positively about your product or service. Never make excuses. If someone knocks it, don't get offended. Always be available to explain and counter rather than to defend.
5. **Always...** remember that even the busiest booths have slow traffic times. Do not get discouraged or look discouraged if your booth is temporarily slow.
6. **Always...** be well staffed so that everyone can take regular breaks. Make sure to eat. This keeps you fresh and enables you to keep your sales presentation fresh. Do not drink alcohol even if it is allowed.
7. **Always...** make sure to survey all the other booths and exhibits. Learn what's working. Get literature from your competitors and be sure to bring back your show guides.
8. **Always...** write down your thoughts about how to improve your next event as they come to you, the sooner the better. One thing is certain... if you don't write them down, you will forget.
9. **Always...** attend pertinent poster or break out sessions and special or continuing education sessions if they are offered.
10. **Always...** hold a post mortem discussion with your staff after each day of the show...or after each session if that is possible. Make adjustments to your booth, promotions, or presentations as soon as feasible.



THE 10 DON'Ts

1. **Don't...** gang up on prospects or grab them by the arm and haul them into your booth. Be a good salesperson and learn how you can help your prospects, e.g., with more information, more detailed information, a multimedia tour or slide presentation, literature, or premiums.
2. **Don't...** congregate in the aisles. It's generally against the rules and blocks the view of the booth and the wares displayed. And it turns people off.
3. **Don't...** oversell. Eager as you may be, your prospect is at the show for a reason, and odds are, it may not involve you. Find out their interests and connect the dots to your product, service or organization.



4. **Don't...** bogart customers or squabble over a prospect who strolls into your booth. Make sure each salesperson knows when it is his/her turn to initiate contact and who should service a prospect when certain interests are unearthed.
5. **Don't...** promise anything unless you really plan to deliver. Do not offer lunch at the show, drinks after the show, a ride to the hotel, etc. unless you are 100% certain that you will be available to deliver on your promises.
6. **Don't...** stand around with your hands in your pockets when things are not busy. Walk the floor, gather information, and meet your fellow exhibitors.
7. **Don't...** encourage your competition to hang around your booth or to enter into drawings. Make it clear that your drawings are for potential customers only. If you find your competition right next door, complain to the management loudly and immediately.
8. **Don't...** forget to ask for your prospect's business, especially when and how you should follow up with them after the show.
9. **Don't...** forsake what appears to be a jalopy for what appears to be a Ferrari. Don't judge. Shows attract people from all walks of life, and it's a mistake to assume that the one who looks the part of an ideal prospect is an ideal prospect... and vice versa.
10. **Don't...** be a hero or a stranger. Check your emails and voicemails regularly. Be in touch with your office by phone, email or text message.



Observe these basic rules and you will put yourself and your company in the best position to reap rewards.

Strategic marketing can make a difference in your business.

Let's discuss what strategies will work best for you. Call us (631-756-7160) or email us (news@pmgstrategic.com).



► The *ballerina linebacker* symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.

► **Jamie Stanco**, President of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing and branding.



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