

MORE OUT OF TRADE SHOWS

SALES

SUCCESS

10 Tips For Working Trade Shows Smarter

◆ by Dr. Allen Konopacki ◆

1 *Prospects don't care how much you know until they know how much you care.*

Trade shows are for listening to your prospects and learning their needs. Then proceed to tell how your products can assist. Today's prospects resist the sales pitches and presentations but welcome the opportunity to tell exhibitors their wants and needs.

2 *Sell solutions, not imagery.*

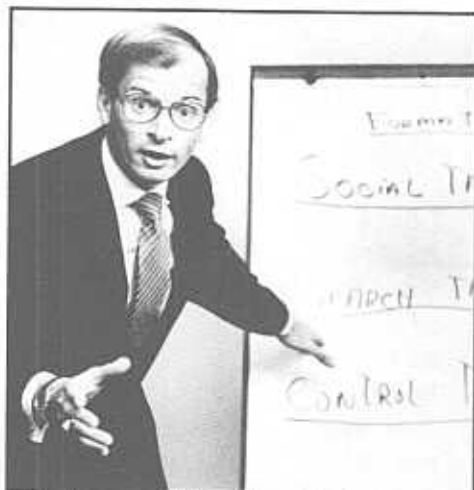
Companies that rent trade show space to wave the flag and educate visitors are not in tune with what prospects really want at shows. Visitors want reps to provide answers specific to the customer's application. Generic information is not as helpful as specific solutions.

3 *Put more emphasis on the quality of leads.*

If a company has written over 1000 leads, it has not really maintained meaningful interaction with prospects. The company created a list of names that are inquiries — not leads. Today, quality counts more than quantity of leads.

4 *Giveaways do not attract qualified leads.*

Premiums and giveaways attract visitors who want to collect *freebies* not conduct serious business. Gimmicks and games distract the serious buyers.



Allen Konopacki is author of "The Dynamics Of Trade Show Selling" seminar

5 *More serious power buyers are attending shows.*

Staff reductions and downsizing result in more responsibility for the remaining managers. These managers are more likely to be decision-makers empowered to take action. Avoid thinking of visitors as *browsers* or *lookers*.

6 *Don't just sell the features and benefits of your products.*

According to a recent study of business executives, their number one concern for vendors at shows was: "Will you be able to provide service after the sale?" Emphasize your company's commitment and support services capabilities.

7 *Don't use trap questions to pitch prospects.*

Avoid using sales questions like, "If I could show you a way to increase profits, would you be interested?" This insults the visitor. Ask user-friendly questions such as "What prompted your interest in investigating this type of equipment?" Remember, prospects resist manipulative sales language.

8 *Create 'zones' for different interest levels of attendees.*

Avoid designing a *one size fits all* exhibit. Create a browsing area, a private discussion area and an application / demonstration area. Be prepared to show your prospects the area that best suits his or her needs and application.

9 *Follow up starts at the show, not after.*

Prospects complain that booth personnel often only want to imprint cards. Prospects are willing to return during show hours if they are promised better answers and information. Set up *call back visits* during the slow hours of a show.

10 *Trade shows do make a difference.*

According to a study by Incomm Research, the sales cycle for an exhibitor's computer system was decreased from 300 working days to 190 days when trade shows were used. Take advantage of shows as a marketing tool to maximize results.

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20 Sales Pros Share Their Secrets for Exhibiting Success

Obtain the best tips for staffing an exhibit from 20 seasoned and successful salespeople who appear in *The Dynamics Of Trade Show Selling* videotape. These reps provide their best examples and techniques for capturing more results from trade shows.

The video was created for use at preshow sales meetings and goes beyond the basics of 101 level courses. This information helps the booth staff realize their full potential when staffing exhibits.

Marketing managers who have used the training

video say the information is highly credible to the viewer because the reps see and hear real life experiences from peer level salespeople.

In just twenty minutes, over **15 hard-hitting ideas** are presented that can be immediately used by the reps who watch this news-style documentary video.

The video, slides and support materials that are included in the **Instructor's Kit** allow your company to conduct its own in-house training program with the best information available.



See how **56%** of a prospect's impression is based upon the behavior, attitude and enthusiasm of the booth staff

ATTITUDE ATTRACTS PROSPECTS



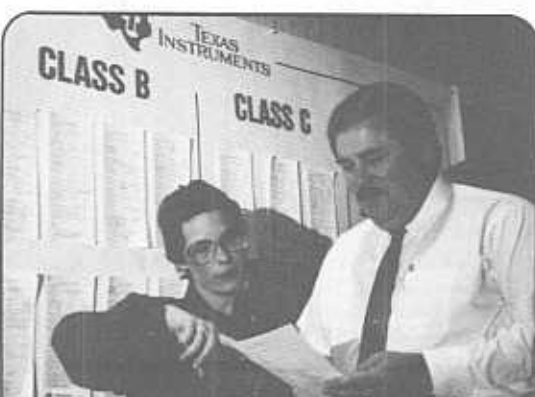
Obtain the **Smart Questions** that uncover the real buying signs of prospects and improve lead quality

SMART QUALIFYING METHODS



Learn how to attract the **top 5%** of prospects to your booth and why the "May I help you?" greeting builds resistance

BEST OPENING LINES



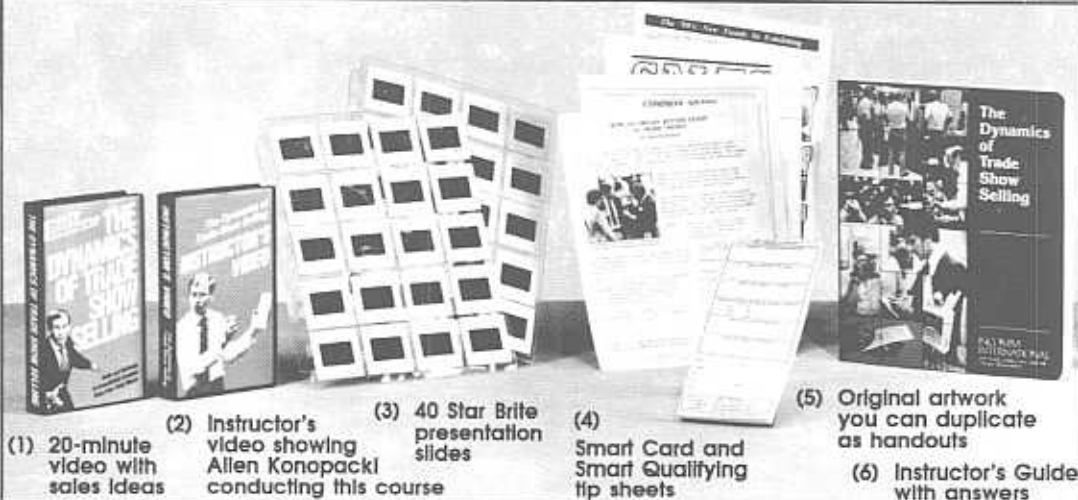
Discover **new techniques** for follow-up that gives salespeople a competitive edge for capturing more business from shows

WAR ROOM LEAD REVIEW IDEAS

The Dynamics Of Trade Show Selling

Instructor's Video and Slide Training Program

INCOMM INTERNATIONAL
• 1005 North LaSalle Drive •
Chicago, Illinois 60610
Phone: (312) 642-9377



- (1) 20-minute video with sales ideas
- (2) Instructor's video showing Allen Konopacki conducting this course
- (3) 40 Star Brite presentation slides
- (4) Smart Card and Smart Qualifying tip sheets
- (5) Original artwork you can duplicate as handouts
- (6) Instructor's Guide with answers

Conduct Your Own Program!

The Dynamics Of Trade Show Selling



INSTRUCTOR'S VIDEO & SLIDE TRAINING SYSTEM

7 SUCCESS TIPS!

Internationally acclaimed Dr. Allen Konopacki invites you to obtain the latest tips and ideas for boosting results from trade shows.

Thousands of companies are now using his *Dynamics Of Trade Show Selling Training System* to put on their own preshow programs to maximize their effectiveness at shows.

This complete training kit provides all the tools necessary to help your booth team capture **more results** when staffing your exhibit.



Your Booth Team Will Discover:

- ▶ The **best opening line** that eliminates the "I'm just looking" response from prospects.
- ▶ Six tips for qualifying **Power Buyers**.
- ▶ Ways to attract prospects across the carpetline.
- ▶ How to **write leads** that will create sales.
- ▶ The **best closing questions** that create a winning partnership.

"The kit is wonderful! It applies to our application, and it works very well. We're very pleased with the tape." Edward Perales, INTEL CORPORATION	"This is in the top 5% of training videos I've seen. It fits our technology market very nicely." Roger Liston, SEAGATE TECH.	"I am sold! I know it works... because the video with the support materials have worked so well for us." John Honning, DELL COMPUTER
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"I use it at our preshow meetings, and it works great! The young reps like it and our old pros find it very helpful." Everett Radlott, DIGITAL ELECTRONICS	"We're really pleased with the kit. It's just what we've been looking for to help our reps staffing the booth." James Hughes, STAR CONTAINER CO.	"The video training kit is a smashing success. It works... and makes our exhibiting more successful." Judy Jackson, ANDREW MICROWAVE
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INCOMM INT'L 1005 North LaSalle, Chgo, IL 60610 Phone: (312) 642-9377

For Experienced Sales Personnel!

This fast-paced trade show video training course was created specifically for managers who want to conduct their own training program.

It will help you implement a successful strategy with your booth team.

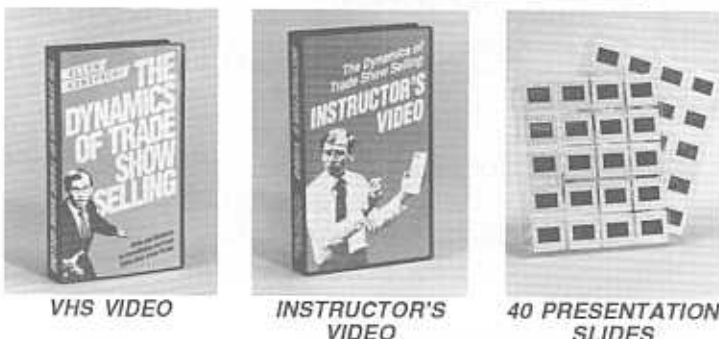
This video is tailored to selling computers, scientific instruments, telecommunications, and capital goods systems.

Over 1000 companies have used this video to boost staff performance!

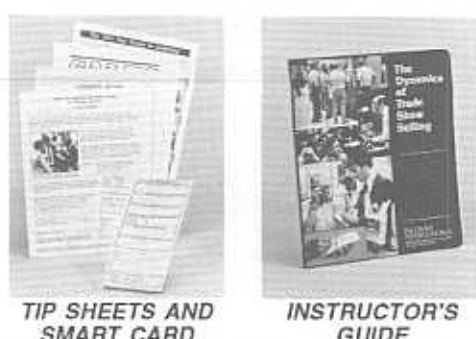
"Your training system is a perfect fit for us. Best I've seen on the market." Darrell Bridges, DUPONT	"Nineteen of our most successful salesreps found the tape provides a number of new sales tips they could immediately use." William Kramp, TRUMPF LASERS
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"Our sales force is very experienced and their reaction to the video was very positive. It's the best one I've seen that sets the stage for staffing a booth." Larry Bobrowski, CIMLINC, INC.
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A Total In-House Training System:



- (1) 20-minute VHS video with sales tips.
- (2) Instructor's video showing Allen Konopacki teaching this course.
- (3) Original artwork you can copy as handouts.
- (4) Instructor's guide with answers.
- (5) Smart Card and Smart Selling tip sheets.
- (6) 40 Star Brite presentation slides.



★★★ THE DYNAMICS OF TRADE SHOW SELLING TRAINING SYSTEM ORDER FORM ★★★

NAME / TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE () _____

Please send _____ *The Dynamics Of Trade Show Selling Training System(s)*.
\$670. plus \$8. shipping / handling ***
 (Send check or Purchase Order #; make check payable to INCOMM INTERNATIONAL)

RETURN TO:
 • INCOMM INT'L • 1005 NORTH LASALLE DRIVE • CHICAGO, IL 60610 •
 Phone: (312) 642-9377
 FAX: (312) 642-8598

3 QUICK TIPS FOR SUCCESSFUL EXHIBITING AT SHOWS



INCREASE THE EFFECTIVENESS OF BROCHURES

CONCERN: Placing stacks of brochures on a counter reduces the value of the material and creates a hit-and-run behavior for your prospects.

IDEA: Limit the amount of items placed on your counters. An uncluttered surface will attract the serious power buyers and improve interaction quality.



ELIMINATE PITCH POSTURE THAT BUILDS PSYCHOLOGICAL RESISTANCE

CONCERN: 56% of a prospect's impression about your exhibit is based upon the booth personnel's attitude and behavior. Standing behind a counter is negative 'pitch posture'.

IDEA: A positive posture would be to stand off to one side of the counter and not face directly into the exhibit aisle.



CREATE LEADS YOUR FIELD REPS WILL EAGERLY WELCOME

CONCERN: Leads that indicate 'send brochure' or 'have a rep call' are perceived as low quality leads by field representatives.

IDEA: By having the booth reps record information about the prospect's wants, needs and the action plan required, the quality of the lead will improve by 50% or more.

