
Show Success

EXHIBITOR SUCCESS ON-LINE TRAINING PROGRAM

Participant's Workbook

Demo
Version

Table of Contents

Program Goals	3
Course Objectives	4
Six Steps To Success	6
Exhibit Expenditures	7
List Your Objectives	8
100 Objectives	9 & 10
Quantify Objectives	11
Accountability	12
Sales Strategies	13
Qualifying Visitors	14
Presentation/F.B.R	16
Closing	18
Follow Up	19
Pre-Show Marketing	19
Post Show Evaluation	20

PROGRAM GOALS

This program is designed to help participants and their companies...

- Understand and appreciate the role of the salesperson in the planning and implementation of a company's exhibit program.
- Develop the selling skills needed to reach the set objectives
- Develop the necessary 'show attitude' needed to impart the proper message to the show attendees.

Demo
Version

Course Description:

This is an on-line program designed to make your company's exhibit program more successful. It covers both the concepts and the strategies needed to fulfill this objective.

Course Objectives:

As a result of this program, you will

- understand the elements needed for a successful exhibit program.
- understand the role of the salesperson (booth attendant) in the success of the exhibit program.
- learn the skills necessary to complete your organization's objectives when exhibiting at any show.
- be able to identify potential problem areas in your company's exhibit program.

Course Plan:

We will be covering the elements for a successful exhibit program, and discussing their relevance to the organization.

It is important, that as you begin to discuss your organization's exhibit involvement, that you do not fragment the different parts (such as; the booth, the show, etc.) but refer to these collectively as The Exhibit Program. To be successful, the organization must see all these items interrelating.

Use promotional items on-site (hot air balloons etc.)

If you have a significant topic, hold a press conference

Develop press kits and news releases regarding new products

Send out free passes, often supplied by show management

Stage a special event, designed to draw attention to your presence

Use your web site to inform and encourage prospects to visit you at the show

These pre-show programs all work in their own way and they all have a budget figure to attach to them. One of the most effective forms of pre-show publicity, has very little cost attached to it and establishes a personal relationship with a prospect immediately.

Have **each** of your salespeople call their **10 best prospects** and invite them to visit your booth at the show. They are able to target the 'right' prospect and deliver exactly the right message. After you phone and invite them, send a letter, detailing how they can find your booth, when you will be on duty and include a few free passes to the show. Remember, the visitor may be trying to locate you in the midst of hundreds of other exhibitors.....give them all the help you can.

POST SHOW EVALUATION

When the show is over, it is a good idea to evaluate the results based on the criteria set down in this presentation.

Too many companies simply keep on exhibiting in show after show, never getting anything out of them and finally in frustration, just pulling out of shows altogether. Shows offer the finest opportunities for marketing and sales, but it does require a comprehensive program.

The key element in the Exhibit Program are the staff that work in the booth. It is a good idea to involve them in any post show evaluation process. These are the people that were on the show floor, face to face with the prospects, the clients and the industry. They have some valuable input for the exhibit program, yet are very often ignored as soon as the show is over.

It is vital to the success of the program that you involve the staff. Put together a questionnaire that allows them to input their thoughts about the booth, the show, show management, and anything else that you need opinions on.