



MARKS & ASSOCIATES

Trade Show Selling

Trade show selling is not like a normal sales call. A normal day of selling might allow 3 calls per day. During a trade show the interaction might allow for 5 to 6 per hour. It is like a cold calling marathon, but the prospects are all more or less pre-qualified by their presence at the show. That does not mean that they intend to buy anything now or later, but they are at least in the right ball park.

A normal sales call, a good one, lasts from about one to two hours. An interaction on the trade show floor can be over in 7 seconds and the prospects attention must be won in the first 30 seconds. Even if you get their attention, you can count on an average of about 5 to 6 minutes for the typical conversation. This simple equation has a huge impact on cost. Normal face-to-face calling costs around \$550 per call not counting any additional travel expense. The trade show interaction averages around \$70 per conversation but can be much higher if you are not doing a good job.

This class is focused on how to get the prospect's attention and hold it so you can later conduct a real sales call. You will learn how to organize for the trade show, what to expect and how to follow-up. Most importantly you will learn what to do when you are on the floor.

I. Getting the First Appointment Is Easy . . . You Are Both There!

What should this first conversation look like? How do you get their attention and is there a difference between someone that comes to you versus someone you "hook" off the floor?

II. What Is the Primary Goal of the Trade Show?

Why are you there and what do you reasonably hope to gain from all this time and expense?

A. A discussion of why people attend trade shows from the banker's and prospect's perspectives. Understanding the physical aspects of the trade show including booth set-up, staffing and materials.

B. Review of what you can reasonably expect to gain by selling at trade shows and how to maximize the benefits before, during and post-show.

C. Review of who is qualified, pre-qualified and what does that mean in this environment?

D. Types of attendees. They will vary from current customers to job seekers. There are "trick or treaters," "no-interest browsers" and "shoppers." We discuss how to handle each to maximize results and reduce wasted time.

III. THE HOOK

Trade show research shows that the average visitor spends only 7 seconds passing a booth.

Trade Show Selling... continued

During this time you must learn the following:

- A. Who are they?
- B. What are they looking for?
- C. What problem are they trying to solve?

We will discuss how to gain an attendees attention, how to discover their issues and then use that information to focus the discussion. Attendees will learn how to record the information they are gathering quickly and in a form that will be useful after the show.

IV. Judging the Lead

Handling of the sales leads is the single most important aspect of your work. Within the first 3 minutes of the conversation with a visitor you should know whether you are talking to a prospective customer. Take your clues from the visitor's badge and use it as a springboard for conversation.

1. What is the nature of his/her business?
2. Does he/she have the need as well as an application for your products?
3. When does he intend to buy?

V. Existing Customers May Come by the Booth

How do you deal with them and what is the value of "old friends" vs. "old friends who have new business needs"? How do you differentiate? What actions should you take to keep the current customers feeling valued while still focusing on new prospects?

VI. Consultative Selling Techniques Are Not Just for the Classroom

You have learned how to sell by diagnosing the prospect's needs and then addressing those needs. Do not forget how to do that just because you are at a trade show.

VII. OBJECTION HANDLING

Unlike the field call, you might not have enough information, preparation or information to properly handle objections on the floor. BE CAREFUL.

VIII. Close a Little at a Time

Remember, your goal is not to "sell" or "close" your goal is to generate enough information to get a real appointment. We focus on how to do that quickly but without sounding "pushy" to the prospect.

IX. I Know I Can't Close at the Show, So What Do I Shoot For?

Full discussion of what you can and can't reasonably hope to accomplish and the steps to take in moving closer to a real sale. We will discuss follow-up, measurement and tie it directly to consultative selling technique.