

# HOW TO MAXIMIZE YOUR PROFITS EXHIBITING AT HOME & GARDEN SHOWS

## COURSE OUTLINE

- I. Introduction and Goals
- II. Needs and Motives
  - a. Why do you exhibit? Careful!
  - b. Give the People What They Want
- III. Pre-Show...Where Selling Starts
  - a. 6 Simple Ways to Sell Your Company Before the Show
  - b. The Pre-Show Meeting
- IV. Better Selling Exhibits
  - a. The 3-Second Rule for Exhibit Design
  - b. 10 Easy Ways to a Better Selling Exhibit
  - c. Signs and Graphics that Sell
  - d. Key Uses of Primary and Secondary Signage
  - e. Ends and Odds

BREAK (15 minutes, please)
- V. Better Selling People
  - a. Why Consumer Show Selling is Different, *or*  
3 Sure-Fire Ways to Make Your Top Salespeople Quit
  - b. Look, Dress and Body Language
  - c. Reading an Attendee's Behavior
  - d. Opening Lines (the Good, the Bad, and the Ugly)
  - e. The 60-Second Mating Dance
  - f. Literature Abuse: Just Say Whoa!
  - g. Designing and Implementing a Lead Card System
  - h. Identifying the Classic Three Types of Visitors
- VI. Improved Follow-Up
  - a. Lead Handling
  - b. The Two-Year Pinpoint Sales Plan
- VII. Conclusion and Discussion

## HANDOUTS - Summation of A/V and flipchart information

### 6 WAYS TO INCREASE TRAFFIC TO YOUR BOOTH BEFORE THE SHOW

1. Gear All Outside Business Contact to Show Promotion
  - Show Name -Location -Dates -Booth Number - "See us at the ..."
2. Send Press Releases/Literature to Media & Prospects & Show Management
3. Send Invitations to Prospects & Customers (5-10% return)
4. Phone to Invite Prospects & Customers (5-10% return)
5. Advertise in Show Program/Show Daily/Web Links
6. Offer a Service/Discount/Special Demo/Seminar/Gift with any of the Above

#### THE PRE-SHOW MEETING

- Reiterate goals to staff - "This is why we are exhibiting and this is what we intend to do."
- Go over scheduling of staff, travel & accommodations, etc.
- Discuss common questions & problems
- Nail down pricing, and be consistent
- Handling leads-decide on box location, have computer mailing label program ready to go

# Your booth is your bait.

Some companies use new bait. Some use old bait. Some use fresh bait. Some use dead bait.

**THE 3-SECOND RULE:** In a glance, your exhibit should tell people three things in three seconds: 1) Your company name 2) Exactly what it is you do 3) At least one benefit of your product or company

#### 10 EASY WAYS TO A BETTER EXHIBIT

1. Sell benefits, not just your product
2. Sell your company, too
3. Have professional, attractive signs
4. Select the proper setting for your product
5. Don't barricade your exhibit
6. Build, buy or rent a full backdrop
7. Carpet your exhibit
8. Some greenery in your exhibit
9. Involve people in your exhibit/product
10. Create a formal/informal closing area, if useful

#### 4 FUNCTIONS OF SECONDARY SIGNS

1. Expand on your product line
2. Expand on your product benefits
3. Establish company credentials
4. Ask or answer questions

## Your basic strategy when talking to prospects stopping at your exhibit:

Ask short, open-ended questions, then

### **SHUT UP AND LISTEN!!**

Spend your first minute of time with them doing 20 seconds of the talking while allowing them to do 40 seconds of the talking and they will tell themselves "This is a good use of my time."

Pursue any course of discussion that gets prospects into the roles of detailing their specific needs, problems, fears, frustrations, hopes and FUTURE PLANS.

#### **THE 6 ESSENTIAL QUALIFYING QUESTIONS**

1. Thank you for stopping, how are you familiar with \_\_\_\_\_?  
or , what attracted you to our display?  
or , what do you see that your like?  
(Gives history of prospect, tells you where to start selling)
2. What's your situation now?  
(Tells you if prospect has a need, begins to define degree)
3. What would like to achieve/change?  
(Further defines prospect's application of your product)
4. What are your concerns as to budget?  
(Tells you if prospect has the money)
5. How does your timetable look like on all of this?  
(Gives you the prospect's timetable for buying or acting)
6. How would like to proceed from here?  
(Lets the prospect take over-and close him/herself!)

Have a conversation, a friendly, neighborly chat! You're interested in how your company can help, but there's nothing heavy going on. Smile and keep it professional, but at the same time, CASUAL.

Sales pitches and lectures don't work! Ask pertinent questions based on your need to define what your company can do to solve the prospect's problems. Don't rush it. Let the homeowners tell you what they are interested in. You'll be surprised how much useful information they will offer!

**SAMPLE LEAD CARD**  
STAR REMODELING CO.

BRINGS YOU? \_\_\_\_\_

\_\_\_\_\_

SITUATION NOW? \_\_\_\_\_

\_\_\_\_\_

**ACHIEVE/CHANGE?**

\_\_\_\_\_ Bathroom    \_\_\_\_\_ Bedroom    \_\_\_\_\_ Kitchen  
\_\_\_\_\_ Family room    \_\_\_\_\_ Basement    \_\_\_\_\_ Deck  
\_\_\_\_\_ Garage    \_\_\_\_\_ Porch    \_\_\_\_\_ Windows

BUDGET? \_\_\_\_\_

**BUYING TIME FRAME?**

\_\_\_ Immed. \_\_\_1 \_\_\_2 \_\_\_3 \_\_\_4 \_\_\_5 \_\_\_6  
Longer? \_\_\_\_\_

**HOW PROCEED?**

Appointment set for \_\_\_\_\_  
\_\_\_\_\_ Phone for app't.    \_\_\_\_\_ Supply bid

Other: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Ph \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ By \_\_\_\_\_

**THE TWO-YEAR PINPOINT PLAN**

Jump on your hot leads — set appointments at the show, and call other good prospects while the show is in progress. At show close, you're left with names of good prospects who weren't quite ready to buy ... yet. Here's what you do afterwards back at the office:

**Mail them FIRST CLASS**

- Immediately after the show
- Two weeks after
- Three months after
- Six months after
- One year after
- Eighteen months after
- Two years after

The above was devised and credit is given to Dr. Alan Konopacki, Incomm International, Chicago IL

DON ENGBRETSON, your instructor, provides customized, private training sessions for individual companies. Contact Don at 612-290-5775 to learn more.