

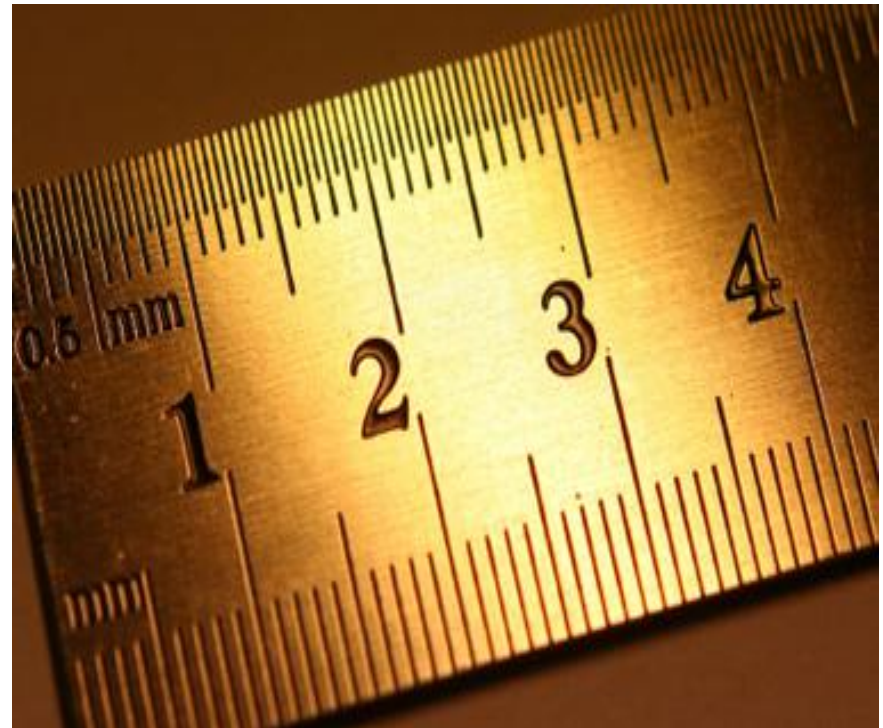
Welcome

Trade Fair Conference

- Cycle 3 -

28 September 2012
Luxembourg

„Golden Rules for Business
Meetings at Trade Shows –
Secrets to Success“



Booth Staff: Qualifications

Tradeshows duty is not a reward, but hard work [1] -

- Strong theoretical and practical knowledge (specialist expertise)
- Friendly, personable and open-minded (able to deal with people)
- Confident and proficient manner
- Articulate and expressive language ability
- High degree of flexibility
- Foreign language skills
- Experience with/at tradeshows
- Stamina (good health)
- Willingness to travel //

Booth Staff: Challenges

Tradeshaw duty is not a reward, but hard work [2] -

- Company`s position in market must be known
- Objectives must be clear (reg. Quality and Quantity)
- Knowledge of products and services must be expert
- Be familiar with the booth, the exhibits, the services
- Be professional, neat and tidy //



Interviews: Secrets to Success

Phase 1 „Commencing the interview“ -

- Spot legitimate prospects from sea of time-wasting tire kickers
- Host is responsible for the first move (do not encroach)
- Approach visitors proactively (introduction, wear name tag)
- Create comfortable and conducive environment
- Assess visitor's identity, interests, needs (Who, Where from, Why, What)
 - Points of interest („Can I help you?“ – NO!)
 - Points of interest („I notice your particular interest in... – YES!)
- Ask qualifying questions //

Interviews: Secrets to Success

Phase 2a „Conducting the interview“ -

- Enthusiasm is contagious – and more importantly – it sells!
- Ideally, focus on functional exchange reg. products and services:
 - Interrogative questions
 - Alternative questions
 - Respond to the questions asked
 - Refrain from long-winded monologues
 - Control visitor's attention (use proven behavioral techniques)
 - Avoid excessive consultations & detailed price negotiations
 - Be ready to do business (e.g. order forms, credit card reader etc.)
 - Have promotional material & items and give-aways ready
- Identify new business opportunities //



Key Secrets: It's a People Thing

Phase 2b: Points to remember when conducting interviews -

- People must „buy“ you before they buy your products
- People will not walk in if your body language says „Go Away!“
- Focus on the visitor for maximum results
- People are impatient
- People are lazy
- People are egotistical
- People (usually) hate mathematics
- People like to be pushed //



Interviews: Secrets to Success

Phase 3 „Concluding the interview“ -

- Disengage with tangible results for follow-up action:
 - Additional information
 - Meetings with appropriate company staff / visit by sales agent
 - Invitation to company's premises
 - Draw conclusions and propose next steps
 - Business card
- Promise only what you can keep & keep your promises
- Say „thank you“... //

Interviews: Secrets to Success

Phase 4 „Lead reports“ -

- Fill out the lead report forms reg. prospect, e.g. >
 - Particulars (business card)
 - Area of responsibility
 - Branch of industry
 - Customer structure (existing, new)
 - Language for future negotiations/correspondence
 - Topic(s) of interview
 - Result(s) of interview
- Complete lead reports (e.g. tradeshow, date, author, event day)
- File in designated tray, back office(?) //

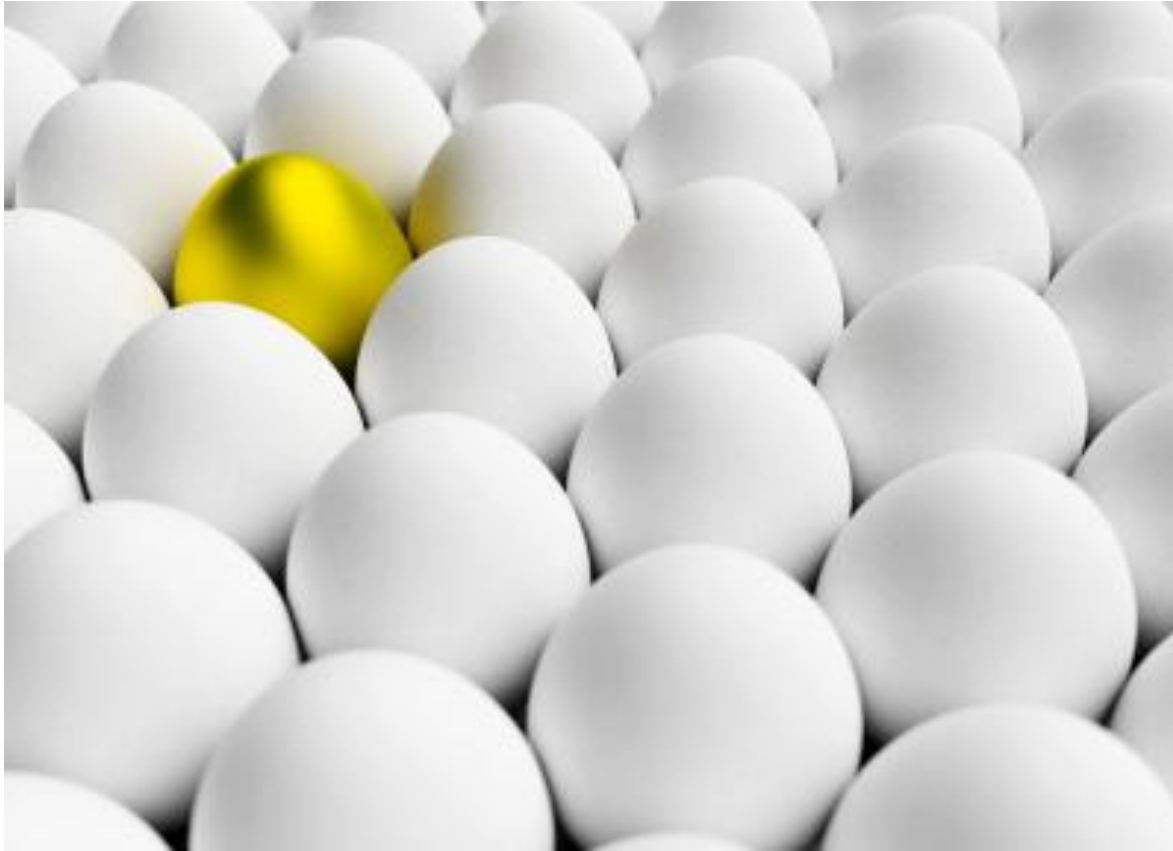


Interviews: Secrets to Success

Phase 5 „Post-show follow-up“ (turning *Leads* into new *Clients*) -

- Type of follow-up activity depends on e.g. >
 - Target group of the participation
 - Groups invited who did not appear (clients, prospects, journalists)
- Activities to be undertaken >
 - Thank important clients & journalists (who showed up)
 - Prompt mailing of information material as discussed
 - Send information, reviews, press kits (to non-attendants)
 - Make follow-up telephone calls (e-mails)
 - Process inquiries received
 - Involve field services, sales office/representatives, dealers //





*Thank
You!*

Contact: Hans-Jörg Klecha, **E-Mail:** hans-joerg.klecha@itsfair.net, **Phone:** +49 . 211 . 929 2464

