

# BBBI

BUSINESS BUILDING IDEAS

## How to Top the Trade Show Competition

**Before the Show.** Plan to set aside around two hours the evening before the show opens with your entire trade show staff to go over any last minute questions or concerns. Also, review your goals and explain how you would like those reached. Explain what exactly is expected of them on the trade show floor and how they should be conducting themselves.

**Publicity.** Have your sales staff keep an eye out for any news or publicity on your competition. Often employment ad postings will reveal some type of information regarding upcoming projects.

**Collect Literature.** Call competitors or go to their website and request as much literature as you can. Look for brochures, samples, or a catalog. Have the information sent to your home address. Study the literature inside and out as if you were a customer considering buying from them. Save the literature in a folder to be used in the future as a training tool.

**Shop Them.** By becoming the competitor's customer, you can experience them firsthand. Use their product or services just as a normal customer would. This way you get the entire experience and can analyze it from the customer's perspective. What was good/bad about the whole experience? Would you shop them again? Act on this information to stay on the leading edge.

**Ask Questions.** It never hurts to simply see how far you can get by asking your competition specific questions. The worst thing that can happen is they will say no or change the subject. Just because you and your team



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always —  
"Are you Ready?"

A handwritten signature in dark ink, reading "Harold Wallace". The signature is fluid and cursive, written in a professional style.

Harold Wallace

Call me anytime: 405.834.5836 (cell).



**GALLOWAY WALLACE**

GEARED TO BUILD BUSINESS FOR EQUIPMENT MANUFACTURERS

wouldn't give out certain information doesn't mean they won't.

**Consider other Views.** I have seen several instances at trade shows where competition gets downright nasty. Many sales and marketing staff make the mistake of looking at competition as the enemy. Mindsets like this don't leave room for clear and open thinking. So, let the sales staff and the rest of your team know they should be viewing the competition as prospective customers might view them.

**Hang Out.** You can pick up lots of information that would otherwise remain un-disclosed by attending show after-parties or simply grabbing a drink where the competition hangs out. A lot of important facts often come as a result of small talk.

**Daily Exam.** One great way to keep everyone motivated and on track is to hold a daily debriefing immediately following that day's show. Discuss the day's progress and answer any questions the sales team might have. Tie up any loose ends and boost morale before the next day's show. Announce any changes in strategy or last-minute changes to put everyone on the same page. One good way to keep team members motivated is to offer a prize or reward each day to the top seller. Present the award and announce the winner at each meeting.

**Take Mug Shots.** Have one of your staff members discreetly take photos of the competitors' display booths and the people manning them. Close-ups are helpful as well. Post these so other sales team members will be aware of them snooping around your booth.

**Caught in the Act.** If your competitor has people in your booth taking measurements and snapping photos, politely ask them to leave and suggest they would be welcome to visit the booth before or after trade show hours.

If you have any questions or need advice, feel free to send us your questions.  
Comments are also welcome!

Send to:

[jd@gallowaywallace.com](mailto:jd@gallowaywallace.com)



Galloway Wallace • 800.346.3169 • [www.gallowaywallace.com](http://www.gallowaywallace.com)