

BBBI

BUSINESS BUILDING IDEAS

FRESHEN up your trade show approach

When trade shows happen every other year, the competition becomes stiffer and attempts to stand out become more and more obvious. Each year I am surprised by something new that hasn't been done and take away new ideas that can help many of my clients who might be so stuck in their ways that it's hard to think outside the box. I would like to share some tips with you that will not only modernize your approach, but will get your creative juices flowing...

- 1. Maintain and Follow Up.** On the trade show floor, consider following up with existing customers rather than spending too much time and energy to gain a new transaction. In the long run, I have found that maintaining positive relationships with existing customers is far more important than working too hard on one sale that might fizzle. Plus, with the right help, you can make a months'- worth of sales calls to existing customers in a very short period.
- 2. Make an Offering.** Offer your products and services to other exhibitors. This tactic works very well if your company produces goods and services that another exhibitor would use in their daily business.
- 3. Shock Them.** Don't be afraid to try something crazy such as an avant-garde design or unique look to materials. The worst that could happen is it would not only draw attention to your exhibit, but would also cause other customers and exhibitors to remember you. I don't know about you, but when I see something unique, it always grabs my attention.
- 4. Show' Em a Good Time.** Set aside a certain amount of money from your budget to take existing or potential clients out for a fancy dinner, or if you're operating on a small budget, to prepare a nice gift basket. I have found that spending a little extra dough to wine and dine an important client or potential client never goes unappreciated.



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 black ink that reads "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

5. **Meet the Hard-To-Meet.** Make a list ahead of time of key buyers you wish to speak with who are otherwise hard to meet. Once you've decided who, develop a strategy or campaign to get them there and into your display.
6. **Summon the Media.** Trade press are almost always at major trade shows. Most trade publications will have their own booth or exhibit set up and many of them hold media conferences in the midst of the show. Be prepared to give them your story. I bring as many materials as I can like of media kits, press photos, brochures, and testimonials.
7. **Take Notes.** I always take time to walk around and check out as many exhibits as possible. Ask questions. Don't be afraid to ask other exhibitors what they thought of certain booths and what was most appealing.
8. **Who's Not There?** While you are walking around, figure out who has decided not to exhibit this time. Business difficulties can cause a company to pull out of a trade show or sometimes, the trade show just isn't effective for them. Call the companies and ask them why. This information can be a "heads up" for your own company.
9. **Party Time.** Attending show parties can be a great way to not only network, but get some great information. I wouldn't be shy in asking people which parties they are attending that night. If the party involves a group you would like to do business with, make sure to attend.
10. **Plan and Evaluate.** I have found in planning every trade show, it is vital you plan for what you want to accomplish and how to accomplish it. Keep your eyes open. Is a certain exhibitor's booth smaller this year than it was last year? Who's talking to whom? Whose exhibit is receiving the most traffic and why? I cannot stress enough how important it is to observe these things and evaluate after the fact.

Keep these things in mind when planning for your next trade show, and I guarantee you will notice a difference in sales!

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

Send to:

jd@gallowaywallace.com

Galloway Wallace • 800.346.3169 • www.gallowaywallace.com