

# BBBI

BUSINESS BUILDING IDEAS

## Q & A

Dear GW,

*At our last trade show, we ran into a big problem we weren't quite prepared for. One of the visitors had used our services in the past and felt they weren't treated fairly for one reason or another. The employee they dealt with was no longer working with us, yet the man was still trying to cause a stir in front of other visitors. We were not expecting this at all and agree that we could have handled better. How would you advise I handle a situation like this in the future?*

Sincerely,

*Anonymous Office Manager*

Dear Anonymous,

My advice would be first of all to LISTEN. Whether at a store, over the phone, or at a trade show, angry customers share one thing in common when they are going irate: they all wish to be listened to. Nothing will make them angrier than someone cutting them off or not allowing them to get their point across.

Once they have explained their problem or situation, show them empathy. Whether they are totally wrong or not, you must seem empathetic. Try to understand where they are coming from and stay positive throughout.

Finally, work towards a solution focusing on what you CAN do. If they are demanding you do something that is totally out of the question, the least you can do is try to resolve it by meeting in the middle. Explain that although you can't do that at this time, here is what we can do. Hopefully, this will satisfy them for the time being.

Once the customer has left your exhibit, make it a point to continue staying positive. Just because one customer has upset or embarrassed you doesn't mean you should let it ruin your day or affect other visitors. Be glad the situation is over and move on trying to make the most of your exhibit!

Best of Luck!

GW



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

Dear GW,

*I work for a heavy machinery company and we are looking for better ways to market to new customers and get more people at our trade show exhibits this year. What would you advise we do (either before, during or after the trade shows) to get people's attention and keep them coming back?*

Thanks,  
Stuck in a rut

Dear Stuck,

Before the show: In addition to making plans on the exhibit itself several months in advance, you should have somebody in charge of researching potential customers in the area. For example, try to find an exhibitor list for that trade show. Many times, the list is available on the trade show's website. Get the contact info for all the other non-competing exhibiting companies and send out a flyer or mailer to the contact person inviting them to check out your exhibit. Look up several businesses in the area within a certain range and send them a friendly invite as well. Buy a targeted list from an information broker. You may even make some kind of special offer such as, "The first 50 visitors to buy product receive 15% off."

During the show: Walk around and hand out flyers for your exhibit. Have somebody in charge of handing them out in front of your booth as well. You might have a complimentary gift such as key chains to hand out bearing your logo. Again, you probably will need to make some kind of special offer to get them to your booth. After all, why would they visit your booth unless there was something in it for them? Collect all visitor info if possible for follow-up.

After the show: Send out some kind of thank-you to those who either made a purchase at your booth or showed some type of interest in your company's products or services. You may want to do a mailer or sometimes a simple follow-up call saying thank-you is very much appreciated. You will soon find out how beneficial follow ups really are.

Hope this helps!  
GW

**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)