

Take Advantage of Your Time at the Show

- ◇ It is possible to see more qualified prospects and customers in one day at a show than a representative can visit in one day on the road.
- ◇ Prospects and customers can view more beautifully displayed merchandise at a show in one hour than they can see from the rep's roll-away suitcase in one visit.

H2 Events has marketed extensively to create the buzz about the West Coast Jewelry Show, its new location, two-day Holiday Boot Camp, and evening entertainment. Now it is your turn to take the marketing ball and run with it!

Do you know the market and customers you are targeting? Are you inviting those customers to *your* booth? Do they know you have the merchandise they are looking for? Will they just walk by your sales staff and display on their way to an appointment: or is their next appointment with you? How do you insure the time and money you spend on this show will bring you positive results? That you will get the maximum number of qualified customers to see what you have to offer? Are your booth staff prepared and empowered to answer questions about your products, services and prices? What will their non-verbal communication and appearance say to potential customers?

You may be a veteran trade show exhibitor..... You may have been doing shows for years and believe you already know what to expect and what to do. Or, you may be a “newbie” exhibitor, showing at your first trade show. Either way, WCJS is a fresh new show which brings opportunities for a fresh new booth attitude! Take a look at your plan for business. The Tips of The Trade Timetable on the next page emphasizes marketing, staff preparation, making the sale, and lead follow-up. Compare it with the schedule you already have in place—you may find items you hadn't even thought about. Try something new, you don't want to miss a sale or a new customer.

Ruth Fell Failer offers coaching, consulting and training, utilizing presentations and facilitated activities, to open the eyes of the exhibitor and the trade show organizer to untapped show opportunities. Reap the rewards of your efforts!

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Tips of The Trade Timetable

Seven Weeks Away – Plan for Sales

- ✓ Product Inventory - Do you have the entire product line you need for exhibiting?
- ✓ Create a direct mail invitation- postcard, card in an envelope or a flyer - be sure your booth number is on all printed material. Include an incentive or drawing.
- ✓ Gather all mailing lists- customer, prospect and show attendee list.
- ✓ Is there a booth contact form for prospects to fill-out?

Four Weeks Away- Prepare, Prepare, Prepare

- ✓ Call for return of memo items if necessary.
- ✓ Designate a “Show Captain”.
- ✓ Mail the “invitation” now if you will be making follow-up calls 2 weeks later

Three Weeks Away – Keep Everyone On The Same Page

- ✓ Remind select clients of the August 10 deadline for Advanced Buyer Registration.
- ✓ Familiarize the booth staff - product inventory, order turn-around time and prices.
- ✓ Discuss booth policies, appropriate dress and behavior.

Two Weeks Away – Know What to Expect

- ✓ Confirm West Coast Jewelry Show attendance with targeted clients and prospects.
- ✓ Get an appointment or commitment that they will stop by the booth.
- ✓ Are all of your memo items returned?

One Week Away – Think of the Future

- ✓ Create a Thank You Letter template for customers to be sent post-show
- ✓ Create a Letter template for prospects to be sent post-show

Show Time!!

- ✓ Have Fun--Expect a good show
- ✓ Show your existing customers something they have never seen
- ✓ Gather quality contact information from everyone you spend time with
- ✓ Schedule a 20 minute debriefing meeting with “Show Captain” at the end of every day

Within Two Weeks After WCJS- Follow-up

- ✓ Place leads in a contact manager program
- ✓ Thank existing and new customers for stopping by the booth and purchasing with you
- ✓ Thank prospects for taking their time with you

Listen attentively to your customers and you will reap the rewards of your trade show efforts!

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