



Marketech Memo Issue 2

This is Marketech’s move from print to electronic transmittal of our quarterly newsletter – Marketech Memos. We hope that you find this helpful in dealing with the daily challenges that this unusual marketing medium offers. If you do not want to receive this newsletter that focuses on staffing issues of tradeshow marketing, then just e-mail us to remove your name from our distribution. If you know of other professionals that might benefit from receiving this electronic periodical, e-mail us at info@marketech360.com , so we can add them to our distribution list.

The Art of Listening

Exhibit staffers have to apply the age-old 80/20 rule when interacting with booth visitors. They need to listen 80% of the time and speak 20% of the time when engaging attendees in a dialog about their needs. If we are doing too much talking we can’t hear what visitor needs are so we know how to fill those needs. Purdue University’s Department of English has categorized why we don’t hear others: To not only hear, but understand others we need to make sure we are not a:

- Mind reader: You hear little or nothing, thinking, “ what is this person really thinking or feeling?”
- Rehearser: You mentally rehearse your response while you should be listening to understand what the visitor is really saying.
- Dreamer: You drift off into passive listening having to say, “could you repeat that?”
- Identifier: You listen autobiographically, relating everything you hear to your own experience.
- Comparer: You assess the messenger and miss the message.
- Derailer: You change the subject too quickly and communicate you aren’t interested in what the speaker is saying.
- Placater: You agree with everything that is said, just to be nice or to avoid conflict with the speaker.

“We need to listen to understand, not just to reply”Steven Covey

Planning for a trade show requires **TEAMWORK**. It requires you to facilitate the needs of various constituent groups – sales, marketing, technology, public relations and management. Leadership from the Front Lines provides some good ground rules for effective teamwork:

You and your teammates don't have to be best buddies to accomplish your exhibiting goals – respect for one another is the key.
 No one's perfect. Even you get on others' nerves. Everyone deserves to be treated with courtesy and respect, despite personality differences.
 You may have more in common than you think, especially a stake in the success of your team at the show.
 Accept, even encourage, differing opinions. You can generate creative ideas with different perspectives on the same issue.
 Measure progress. Keeping track of accomplishments and reporting them to other team members keeps everyone motivated and on track.

- Try the 4-R's of Exhibiting** – your staff needs to understand that there is a process to meeting visitors, engaging them, prospecting for information, communicating in response to their needs and closing on a commitment –
- Reach out – you need to be proactive in engaging visitors.
 - Relating to - find something in common with visitors to your exhibit upon which you can build a relationship.
 - Reacting and Responding – create a response to visitor needs that shows your interest in them and communicates a solution.
 - Recording - most exhibitor objectives are to position qualified visitors for a post show follow-up call or meeting. You need to capture both objective and subjective information on a lead card or prospect profiler to bridge the sale from the show.

Do you like statistics? Here's the newest....

The tradeshow industry is ranked 22nd in industry ranking in the US.

Tradeshows cut the cost of closing a sale by 45% -
 \$ 625 to close a sale begun at a trade show
 \$1,117 to close a sale where the lead generated from other sources
 Source: Center for Exhibit Industry Research

Average number of exhibiting companies		Ratio of Attendees to
Exhibitors		
All Expositions	300	90:1
Tradeshows	400	24:1
Consumer shows	254	122:1

Book Corner:

Permission Marketing, Seth Godin, Simon & Shuster

This is a guide to making the One-to-One concept of Pepper and Rogers' work. You can apply Godin's concepts to preshow promotion. Godin comments that whenever we contact a prospect with our call for action, we are interrupting them. The key after we interrupted them is to get a dialog going with them before the show so that we can create a "selling environment" in our exhibits, not just showing and telling. If you have read this one, you need to read Pepper and Rogers' the One-to-One Future. A quick summary of One to One Future: Using Customer Relationship Management to generate a greater share of customer, not just increase market share. We invest too much of our resources to chase new business from new customers and not enough of our resources seeking new business from existing customers.

Websites to visit:

Exhibitmangement.com – Bob Thomas's Exhibit and Event Management
Tradegroup.com – Trade Shows, Exhibitions and Conferences
IAEM.org – International Association of Exposition Managers
Cemaonline.com – Computer Exhibit Managers Association
Trafficbuild.com – Traffic Builders – at show attractions
Skylinedisplays.com – Skyline Displays – innovative custom modular exhibits & graphics
E-G.com – exhibit marketing solutions from Exhibitgroup Giltspur

Shameless Promotion

Whether it be exhibit market planning, auditing your performance, helping you find measurements of your performance or training your staff can contact Mim, Marc, Jerry, Susan or Betsy at info@marketech360.com, or 508/836-2633. We offer live, interactive training, audio and video tape training support and web-based training using netConferencing for up to 250 sites.

If you think that Marketech Memos would be helpful to your friends in the industry, just e-mail us and we'll add them to our distribution.

Marc and Mim Goldberg, Jerry Gerson, Susan Brauer, Betsy Ortolano
Marketech, Inc. – *the specialists in exhibitor staff training*
19 Powder Hill Way
Westboro, MA 01581
info@marketech360.com
508/836-2633
www.marketech360.com