



Marketech Memo Issue 3

This is Marketech's move from print to electronic transmittal of our quarterly newsletter – Marketech Memos. We hope that you found the first two issues 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 list. 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.

Working the Show – Consultatively

We all know that the goal of an exhibit staffer is to find the people to sell and sell the people you find. Being consultative means understanding the prospect's needs so you can relate your capabilities to them so they can draw the link between their issues, your solutions and doing business with you. It means creating relationships that can transcend the standard issues of buying, i.e., price. By working a show consultatively, your staff will approach the audience differently:

- They will think more longer-term. They will view their interaction at the show as a launching point for a long-term relationship that will kick-off in the after-show follow-up.
 - They will present themselves and therefore be considered experts by the audience.
 - Instead of selling features, they will recommend how the benefits that are offered by your products or services can be solutions to them.
 - The staff is confident and appears so to the uninitiated. They are articulate, communicating succinctly and clearly.
 - They use probes instead of interrogating. When probing, you are respecting the prospect or client by providing them opportunities to speak while you are collecting information.
 - The staff is solutions oriented, not so much focused on communicating features.
 - They are always thinking, "how can I help you?" – creating involvement and interaction.
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We all know that Promotional Products (giveaways) are used to support one of four tactics – Communicate a message, Reinforce a message previously delivered, reward visitors for participating in a demonstration or live presentation or recognize them for visiting your exhibit. The Promotional Products Association International conducted a poll of travelers in Dallas' DFW Intl and Chicago's O'Hare airports. Results will surprise you:

- 72% of business travelers had at least one promotional product in their possession
- 73% of the respondents could recall the name or message of the advertiser before showing it to the pollster
- 61% of travelers carried two or more promotional products or imprinted item
- 41% said they keep the item for up to two years
- 35% said they had the product for seven to twelve months

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 trade show 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
Exhibitors

Ratio of Attendees to

| | | |
|-----------------|-----|-------|
| 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 is after we interrupted them 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 read this one, you need to read Pepper and Rogers' the One-to-One Future. Using Customer Relationship Management to generate a greater share of customer, not just increase market share.

Thanks and Good Exhibiting.

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