



Marketech Memos
Issue 11

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 communications medium offers. If you do not want to receive this newsletter that focuses on the 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.

Making Sales a Member of the Trade Show Team

Too often when the exhibiting function is attached to the marketing function, sales, which is normally the primary beneficiary of the event, is in an adversarial position. How can you get these two functions to work together to achieve your exhibit marketing goals?

1. Respect one another's expertise – generate mutual respect for one another's functions by hosting exhibit market planning workshops. The purpose of these sessions is to get all the issues on the table so they can be dealt with upfront and before the show.
2. Get sales involved in the show as soon as possible – get buy-in at all levels of sales management by communicating early and often about the initial plans for the show. The communication should be based on strategy, not just logistics and scheduling. If this isn't done, then the sales function is a disgruntled and unwilling participant rather than a cooperative ally.
3. Establish both sales and marketing objectives – quantifiable selling objectives in either lead generation or meeting with existing customers and communication objectives in messaging, positioning or meeting with the press. The objectives need to be specific and focused, quantifiable so they can be measured and timely so they are meaningful.
4. Measure everything – sales lives and dies on their numbers, so get in the habit of measuring your exhibiting results so that you are talking the same language – Return on Investment (sales) or Return on Objectives (leads, contacts, demonstrations, reach).

Shameless Promotion:

As a result of client requests Marketech now offers a variety of staff training programs in addition to its StaffPrep programs. Some of these programs you might consider for your organization are:

Conducting Effective Demonstrations

So You Have to Make a Presentation (Presentation Skills)
We Had a Good Show Didn't We? Measuring Your Trade Show Results
Conducting Effective Meetings
Personal Development -Time Poverty: Managing Yourself to Manage Your Time
Sales Training - SmartSelling – a Relational Approach to Selling

These programs are ideal for sales and marketing meetings. Contact Mim or Marc to learn more about these interactive educational programs – info@marketech360.com , or 508-836-2633.

Thanks and Good Exhibiting.

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