



Marketech Memos
Issue 14

We hope that Marketech Memos is helpful in dealing with the daily challenges that this unusual marketing medium offers. If you do not want to receive this electronic newsletter, please e-mail us to remove your name from our mailing list. If you know other exhibit professionals who would benefit from receiving Memo's please e-mail us their name, company and e-mail address – info@marketech360.com.

Today we need to be **life-long learners** – the issue is not finding time but making time to learn.

Carve out some time each day to learn something new – 20 minutes is long enough to read an article in a trade press magazine.

“Train yourself forever. Stop when you die. Keep moving. Look back occasionally to remember the lessons learned – but not too often.”

Chris Dobson, educator & lecturer

Read aggressively – subscribe to all of the industry press. Peruse the contents, tear out what is interesting to you and put it in your reading pile for a dedicated time to read – it might be on an airplane, waiting between planes, in your hotel room at night or during a well deserved break during the day.

Read and study new information in short spurts – as you already know your ability to concentrate is limited. You are constantly being stimulated by thoughts, ideas, questions and problems. Most of the time we are on information overload, so read in short spurts of time. This allows the information to sink in and you'll be ready for more new information.

Listen and learn – many times we learn more by listening than by reading or studying. Take advantage of association speakers, conferences and seminars to add to your inventory of exhibition industry knowledge – attend TS2 and Exhibitor Show. Listen in on TSEA's

audio conferences. Participate in local chapter meetings of TSEA, IAEM or MPI.

Review what you have learned often – it takes time and repetition for information to sink in. I recently heard that Tom Peters reads some books two and three times if he thinks the contents are worth remembering.

Source: Investors Business Daily

What promotional products are exhibit professionals buying?

The top 5 are:

- 27.2%: Wearables – caps, t-shirts, aprons, jackets
- 11.8%: Pens, pencils, markers, highlighters
- 9.4%: Glassware/Ceramics – cups, mugs
- 7.3%: Calendars
- 5.6%: Office accessories

Source: PPAI, 2000

Things to Think About (cont'd) – Price Prichett

Accept ambiguity and uncertainty – expectations, priorities and relationships are constantly changing. But perpetual change is required for survival – so we have start looking at change as good.

Behave like you're in business for yourself – with less hierarchy American business has become vested in the individual performer. Intrapreneurial behavior is in demand. That means we need to be self-directed and empowered. You need to accept personal responsibility for your own and your enterprises success.

Stay in school – make it a daily objective to learn something new and share it with at least one other person – it may be your customer.

86% of exhibitors go to show to generate leads, yet almost 80% of leads are not followed-up (CEIR). Consider these pointers in lead management – Train your staffers to think of the process of generating leads as conducting an interview – think prospect profile Vs lead card (source: Bob Francisco)

Collect both soft and hard information – get the details of their needs, but also collect information about the prospect – style of communicating, history in the industry, likes and dislikes, characteristics. Swipe the card and use the profiler to make notes for follow-up.

Make your follow-up timely – time your follow-up so it arrives the week after the show's attendees get back to their offices so that they have time to clear their desks of work that was generated while they were at the show. They will then have time to give your proposal consideration.

Categorize the leads as you go. If you think it is a HOT lead, then categorize it an "A". Don't wait until after the show, since chances are you won't remember the conversation clearly enough to make a determination. Be realistic in your assessment of the quality of the lead.

Respond in the manner discussed during the profiling interview – if you promised a mail follow-up – mail then the information. Develop the next step together. When they plan the next step then you are following the prospect's lead, not assuming the action to which they may or may not respond. If you agreed on a telephone call – phone them.

Interesting Info...Where were the earliest expositions in the 19th Century in the U.S.?

1818 – Worcester, MA – first organized agricultural fair
1853 - New York World's Fair- copied the Crystal Palace in England

1876 - US Centennial Exposition in Philadelphia – extolled the virtues of American technology – featured Alexander Graham Bell's telephone

1880 - vertical shows began with the American Numismatic Association and The Railroad Show.

Incomm Research discovered after interviewing 248 business executives that personal staffer assistance provided the greatest long-term recall of an exhibit. Second was product information and third was the premium or giveaway.

One of the most interesting aspects of life-long learning is to apply what you read to your own function -- Stephan Shiffman, the renowned sales trainer detailed the 10 traits of world class sales people. I thought it would be interesting to translate them into what our staffers need to know and do in working our events---

1. They are obsessed about getting to the next step.
Part of what we need to do in profiling our prospects at show is to determine what the next step is going to be and get agreement from the show visitor so that the follow-up is productive or better yet, get them to suggest the next step.
2. They understand the need to prospect. Exhibiting is a proactive event. Nothing much happens if you wait until show visitors come to you. You need to make them feel welcome and begin the dialog. They will follow your lead if there is a need that can be filled.
3. They are focused on finding out what their prospects do. In order to make something happen at a show, your staff needs to prospect for information. The use of open-ended questions helps guide the dialog towards one that is focused on the visitor and one that is needs oriented, not one that is focused on your product or service.
4. They anticipate responses. Prepared staffers understand what the most frequently asked questions are and how to answer them. You can help them prepare by providing this information in your pre-show briefing guide.
5. They understand the need for appointments – Exhibitors can no longer depend on the casual visitor to achieve their show objectives. Over 75% of visitors come to show with agendas and almost 2/3^{ds} of the exhibits they visit have been pre-selected. Making appointments with prospects and current customers helps focus the event and make efficient use of time.
6. They count the “no” answers, not the “yes” answers. It takes a lot of “no’s” to get “yesses”. The more contacts the more opportunities you have to find someone who has a need that you can fill. Just don’t take the “no’s” personally.
7. They understand the need to verify information – all information that is generated is not valuable and staffers need to explore information that is given to them by visitors. The better the quality of the information obtained in the initial interview, the more successful the downstream probability of a sale being consummated will be.
8. They use others in the organization to support their efforts. Exhibiting is a TEAM event. Staffers that learn how to use their technical types to demonstrate and their management to

- communicate a top-level message are more successful than those that try to do it themselves.
9. They take the time to learn. They are lifelong learners – they learn by reading, by observing and listening.
 10. They believe they are the best. They are trained. They are confident and they know that they can accomplish their goals. They bring their own sunshine and make something happen.
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Thanks and Good Exhibiting.

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