Marketech Memos
Issue 19

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.

Building Strong Ties with Suppliers is Your Life-line

The people who supply your organization with goods and services are critical players in your strategic plan. Many call the folks vendors, some call the suppliers, other prefer to look at them as partners. How you build these relationships and forge long-term partnerships, in part, will determine your longer-term success. Brandon Toropov in his book, The Art & Skill of Dealing with People, gives us some thoughts that can be used in building and maintaining supplier partnerships:

1. Start at the top. Meet the top management of your supplying organizations. You might be dealing with a subordinate in your daily interaction, but it pays to know the individual that is in charge, that forges the values for the organization and can give you the leverage you might need in tough situations.
2. Beware of false savings. Just because the price is low doesn't mean the total cost to you will be low. Use the total cost concept when evaluating potential supplying partners. Issues such as freight or internal systems can be cost adders.
3. Work from written quotes. Avoid unforeseen costs from creeping into invoices.
4. Underscore the partnership. Flexibility, not confrontation is the name of the game between buyers and suppliers. Working as a team to find solutions is a lot more productive that pointing fingers and confronting the wrong-doer.
5. Don't wait for a crisis. Conduct annual reviews of one another's performance. What is working? What is not? Ask one another what each thinks the five most important factors in the relationship are and then compare the results...see how in sync you are.

TSEA Reports:

Appearance does sell according to Incomm International

In a recent study, exhibitors in conservative business dress appeared more credible and professional than those in more casual attire. In a survey of 325 corporate buyers, 72% preferred exhibit sales personnel in conservative business dress. Kind of a reversal.

Why? Corporate casual became corporate sloppy. It's time to correct the over casual trend.

Thanks and Good Exhibiting.

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