

Trade Shows

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Trade shows can be divided into two main categories. The first category includes the shows you will attend as an exhibitor to promote your products and services. The other category includes the shows that are trade specific and provide you the opportunity to purchase items for resale or use in your business.

Often, associations provide space for displays at their annual conventions. This can be an excellent outlet to introduce your new products and services.

Tips When Exhibiting

- Start selling in the target area before you get to the show.
- Set sales goals—keep them specific and write them down.
- Know in advance the layout, activities and schedule of the show.
- Arrive early.
- Assess show security.
- Have a game plan:
 - Key elements of a presentation:
 - Welcome
 - Qualify your prospects
 - Inform, Demonstrate, Sell
 - Close
 - Thanks
 - Dress, manner and style will impact on your success.
 - Be a good listener.
 - Be familiar with displayed products/services you are promoting.
 - Determine the approach of handling give-aways and literature.
- Follow-up with prospects and fulfill all requests you're committed to.
- Evaluation—this will assist you in planning for your next show.

Buying Tips

- Research demographics of trading area.
- Know your customers' needs/wants prior to show.
- Establish a budget based on pre-determined sales categories.
- If possible, obtain an exhibitors list prior to the show to schedule your meetings.

For further information regarding starting a business, contact the

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