

Tips to Maximize On-Site Sales



"People want to BUY, not just look. We work with a dealer but highlight our brand. Everyone wins."
– Randy Hughes, NIKON

1) Design your booth right

A poorly designed booth discourages inquiries and reduces sales.

- Make your booth inviting and friendly. Have adequate open space in your booth so people can handle your products easily and safely.

- An 8' table across the front of your booth can be a barrier. If you need an 8' table, use it at the side of your booth or pull it back from the edge of the aisle. Do what it takes to give interested attendees the opportunity to step out of aisle traffic, out of the press of other people coming along behind them. They need to be comfortable and have enough time to talk and examine your products.

- Use a shorter table at the front, if you need a table in front, so prospective customers can get out of aisle traffic and into your booth to talk with you, while people in the aisles can move directly past the front of your display.

Remember ... anyone willing to step out of aisle traffic and into your booth qualifies himself/herself as a strong potential customer without saying a word.

2) Have effective, affordable booth staffers

- Field staff? Bring them in for their knowledge of your product and possible bonus of the promotional value of their name recognition. They will be easy on your budget, too.

- Rep pro staff members? Your top-level, most knowledgeable field people. You know who they are in your company. They know the product and the territory. They can be the most effective bridge from product introduction to sale, from individual prospect to inquiries from attending dealers.

3) Four ways to make a sale

- 1) Make the sale yourself.
- 2) Direct the customer to an exhibiting dealer stocking your product.
- 3) Sell the product; take payment at your booth; get the paperwork to the dealer nearest the buyer's home. The customer will pick up the product at the dealer's shop. This is an excellent way to create add-on sales.

- 4) If none of the above work, have a prepared list of your dealers in the expo's market area and give that list to the prospect for a follow-up sale.

4) For added sales incentive

- 1) Give prospects a "\$\$\$-off" coupon for purchases at your booth. See coupon details in our advertising rate card. (<http://www.deerinfo.com/advertisingbenefits.asp>)
- 2) Have business cards of your dealers in the expo's market area for handout to prospects.
- 3) Have a display map in your booth. Highlight cities with your dealers.

5) Tell people you will be there

Advertise your participation and make sure your target audience knows they can see you at the expo, where you will be, and what they can expect when they visit your booth.

See the ad rate card at <http://www.deerinfo.com/advertisingbenefits.asp> or call Mark Beauchaine at one of the numbers given below.

6) Have realistic expectations

- You can do well the first year, but not everyone sees your exhibit and products instantly. Some will miss your booth entirely because you're new and they're not looking for you. (All the more reason to advertise and build awareness and product demand in advance.)
- Many potential customers have to hear good words from friends who have used a product before they will buy that product.
- Others want to see you exhibit a second year to feel that your company is reliable and your service and products will continue to be there.
- You have to create product awareness and demand. Going in, you're the only one who knows the features and benefits of your product. People don't yet know you, your brand or your product.
- Don't expect to set the world on fire the first time you exhibit at any particular expo. If you do, congratulations.

Rules to EXHIBITING SUCCESS

- Your **PRODUCT** is no one's baby but yours.
- No one **KNOWS** your product like you do.
- No one **CARES** about your product like you do.
- No one will **SHOW** your product like you will.
- No one has the passion of **SELLING** your product like you do.
- No one can **EXPLAIN** your product like you do.
- No one knows the **FEATURES** like you do.
- No one knows the **BENEFITS** like you do.
- No one knows your product's **VALUE** to the customer like you do.
- No one can **BUILD** your total market like you can.
- No one can **SUPPORT ALL** your dealers like you can.

That's why no one can do it better than YOU!

Be persistent. You must exhibit three years before everyone knows you're there and accepts the fact that your company is reliable and your service and products will continue to be there. Many potential customers have to hear good words from friends before they will buy.

- **MICHIGAN Deer & Turkey Spectacular** • Feb. 17-19, 2012
Lansing Center - LANSING, MI
- **OHIO Deer & Turkey Expo** • Mar. 16-18, 2012
Ohio Expo Center - COLUMBUS, OH
- **ILLINOIS Deer & Turkey Classic** • Mar. 23-25, 2012
Peoria Civic Center - PEORIA, IL
- **WISCONSIN Deer & Turkey Expo** • Mar.30-Apr.1, 2012
Alliant Energy Center - MADISON, WI

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