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## **How to Make Money Out of Trade Shows?**

Trade Shows are a **great way of show casing your business and building your database.**

A friend of mine recently gained some great new clients by investing in a stand at a local trade show. She well covered her investment from the profits of the new business she gained.

I thought I would share with you some thoughts on Trade Shows which may help you in determining whether they are right for you and how you can get the most out of being involved.

In Sydney as in any large city there is always different shows going on so you need to do some research to identify local events that are going to suit you. You can do this with a quick search on Goggle and talking to local Trade Associations and Chamber of Commerce Groups.

### **What are the advantages of being involved in a Trade Show -**

- Builds business credibility
- Often provides opportunities for free publicity through press and associated trade magazines
- Provides photo shoot opportunities which you can later use in other promotional activities
- Provides opportunities to build database
- A chance to show case your business and to meet informally with prospective clients
- A chance for you to listen to prospective customers and to understand their issues and concerns
- An opportunity to met/network with other distributors

### **What key things do you need to consider before investing in a Trade Show -**

- How it fits with your overall marketing strategy and plan?
- What are you objectives?
- What is your budget?
- Relevance?
- What are the projected visitor numbers to the show?
- What is the promoter's promotional strategy? In other words is the promoter going to get the right sort of visitors through the door?

## How to get the most of exhibiting at a Trade Show -

- **Have very clear goals and objectives** in mind before you start
- Understand exhibiting at a Trade show is not about making sales but about building database and so **all activities should be focused around how you build database**
- **Ensure all staff are clearly briefed** and know the outcomes you want to achieve
- **Hold some sort of competition** to collect business cards - it doesn't have to be big but make sure the prize is personally focussed not business focussed. Research has shown that personal type prizes like weekends away, meals, bottles of wine, etc always get much bigger responses than business type prizes
- **Have fun** - try and get your stand to **stand out from the rest** - you want to be noticed!
- **Have handouts/ gifts/sweets** that make you stand out
- Have a handout with an offer that calls for a response or action (free report)
- **Do the prize draw in public** at the end of the show or at the traditional networking event that follows - make a big fanfare about it - you want to be noticed! Don't forget the photographs!
- Immediately following the event sort all the cards into A & B prospects
- Start work immediately on A prospects
- **Get all cards loaded into a database**
- **Immediately send out a letter to all participants in the draw** advising of the prize winner and make an offer - maybe a discount on a product, a free consultation or whatever is relevant - the key is timing
- **Follow up letters with a phone call**
- Employ a virtual assistant to do data entry/letters in need to free you up so you can do the calls if appropriate
- **Plan ahead** and have letters/database/flyers all prepared and ready prior to the event
- Monitor and record your results, review the performance of the initiative, what did you learn, what could you do better, what would you not do again

Done well Trade Shows can be a very lucrative source of new business.

### About the Author:

**Alistair Gray is a Profit Improvement Specialist** who wants to meet business owners who want to achieve 45-60% sales and profit increase in the next 90 days or so.

You are invited to meet Alistair for a confidential discussion and also receive a free copy of the book "**Maximum Profits in Minimum Time**" as a way of saying thank you for sharing your time.

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