

# BEFORE THE EXPO, PROSPECTS #7 OF 36

## EXHIBITOR TRAINING VIDEO



Exhibitions not only provide a platform for generating unexpected new leads; they're also a great opportunity to strengthen existing relationships - with established customers, with suppliers and with 'warm' prospects. An expo affords a chance to invite people to meet up in a productive, business-focused environment, where attendance delivers benefits for everyone.

*'Guarantee visitors to your stand by inviting them.'*

It's often a good idea to alert known businesses and stakeholders to the fact that you'll be exhibiting, and to invite them along to your stand. But be selective; not everyone will benefit from attending the particular expo you've chosen. Remember, you're asking for them for their time and commitment, so make sure you are adding value; that you're giving them a good reason to invest that time.

It's well worthwhile taking some time to scrutinise your client base and your contact networks so you can gauge which organisations and individuals will most benefit from attending the expo. Be realistic, and try to compile a list of those who would derive the most value from an invitation.



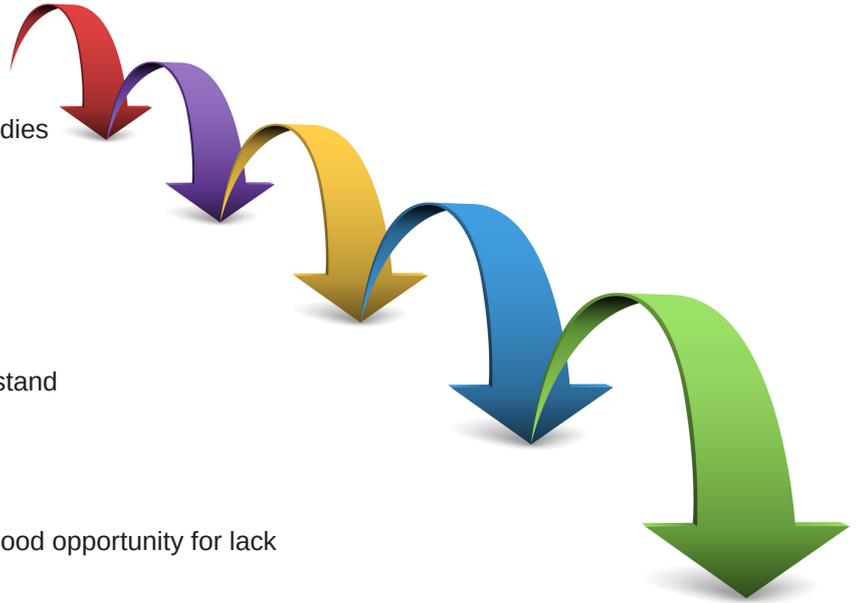
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## WHO SHOULD YOU INVITE?

- Potential customers
- Existing customers
- Existing and potential suppliers
- Partners, associates and other key contacts
- Market influencers, such as journalists and trade bodies

## THE INVITATION PROCESS

- Compile your list
- Give them clear reasons why they should visit your stand
- Personalise your letters and emails
- Follow-up each one with a courtesy call
- Fix an appointment time with each contact
- Allow extra time for warm prospects; don't waste a good opportunity for lack of time



## TREAT VISITORS LIKE ROYALTY

- Thank them for coming
- Look after them and make them feel special
- Show them how you can make their lives easier / their businesses stronger
- Listen out for other opportunities to be useful to them
- Tailor your responses to their needs and reactions
- Agree the next steps - and make a careful note of the actions you've agreed



## IN OUR NEXT PRESENTATION...

The next tutorial will look at the importance of pre-event promotion and why it plays such an important role in helping you to generate a return on your investment.

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