



Stop Wasting Your Time at Trade Shows and Start Making Money

Steve Miller

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If you ever work a trade show, or are in charge of staffers who do... YOU NEED THIS BOOK! Trade shows can and should be great sales and marketing tools for corporations today. But like any other tools, they have to be approached carefully and intelligently. The problem is that too many exhibitors and exhibit staffers don't take the time to do their homework when preparing for a show. Sure, they put together a great looking exhibit and jam it with lots of products. Sure, they take thousands of brochures and catalogs to give out to "prospects." Sure, they have preshow meetings to teach staffers about what products are on display, what their work shifts are, where the bosses will be hanging out, and where everybody will be having dinner. But the hard fact is that most corporations rely on the "experience" of their staffers to ultimately achieve success. They rely on staffers to already know how to work a show. They rely on staffers to know how to approach attendees, initiate conversations, determine the quality of the interaction, identify top prospects, capture contact information, and establish a mutually agreed-to, post-show follow-up action step. ...and too often that reliance would be sadly misguided.

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