

## TRADE SHOW TIPS

### 1. Plan Ahead

Scanning your prospective trade shows EARLY can take the stress out of the show and lower expenses.

### 2. Stay true to your goals

Set up your trade show to close the deal. Scout out the location and find the best place to sit down with a prospect.

### 3. Beware of bullshitters

You should engage everyone and don't let a single prospect dominate your time.

### 4. Be prepared to hold an audience

When you're answering one person's question, use several examples that different people could relate to.

### 5. Embrace the showmanship within your brand

People are looking to be engaged and even entertained when walking the aisles—an attractive booth with some interactive element is key.

### 6. Work as a team

Have a coworker tied to your hip and practice the art of the warm handoff, for when a prospect is qualified.

### 7. Give away something cool or valuable

Draw for a large prize on the last day of the show or announce a winner every hour. This will give people a reason to keep swinging by your booth.

### 8. Follow up during the show

When you get that magical prospect, follow up with a text asking them out to coffee or dinner.

### 9. Have a follow-up plan before you return

Don't wait until you're wiped out from the show and have an overflowing inbox to figure out your follow up plan. See point 1 above.

### 10. Have a good home-team handoff in place

Make sure the home team is ready to take the baton from the road warriors.

### 11. FOLLOW UP with Email

You should have a series of messages lined up to stay in touch for the next year. Have a series of messages lined up to stay in touch for the next year. *We can help.*

### 12. Be willing to do the math

Don't overlook any expense. Once you find out your actual cost per lead, you'll be more likely to give them the resources they deserve.