



**Moving Fast:**

***Tradeshow Selling Super Strategy***

**By Trevor James**

(Powerline Press, <http://powerlinepress.com>)

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Legal mumbo jumbo goes here. It all boils down to this –

We've written this report, and it is as true and accurate as we can make it. However, situations change, markets change, and different humans are different, so we cannot truly predict that you will have the same results. Although we believe that you'll have great results, we cannot guarantee it, because some people can mess up bubblegum, and situations and markets can change.

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## **Forward –**

The Moving Fast – Tradeshow Selling Super Strategy came about when I devised this compact mission guide for myself and the other salesmen going to the trade show.

It's a very simple approach to tradeshow selling, but surprisingly effective. The core idea is that since time is limited at the show, we can use a simple system to quickly separate the buyers from the tire-kickers, and this will automatically maximize the business you write at the show!

That first year that our company used this method, we did real well, and the last I heard they still use my system at every show, every year.

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## Trade Show Selling

Trade show selling is different from regular selling, in that you have limited time and there are lots of non-buyers who will gladly destroy some of your precious time, to reduce it further.

Then, you neglect the guy who would buy, and wind up with no sale.

General Rules –

1. Don't spend time on a presentation till you have QUALIFIED the prospect, so that you know he's a potential client. Surely you can find a more profitable way to use time than entertaining Joe Podunk.
2. Don't offer a brocher till you're ready for the guy to go away. The best way to get rid of someone is to give them something to read instead of talking with you. If your QUALIFICATION step says they're not a proepsective client, give them a brochure so they'll leave you free to talk to someone who IS a prospective client.
3. Don't try to write a lot of leads. The attendees list provides mailing list fodder. Instead, concentrate on writing QUALIFIED leads.
4. Only ask for appointments from QUALIFIED clients. Don't neglect good prospecting for mediocre possibles.
5. Don't make the mistake of being too nice. Your company's profits and your commissions are being gambled on your effectiveness, not niceness.

56% of attendees evaluation of product depends on salespersons behavior. So use speech rate pacing, body language pacing, and active listening technique.

A message read/heard once is 60% forgotten in one day. Almost all of it is gone in 30 days. So repetition of key benefits is better than long dissertations at the show, and rapid follow-up after the show is required to capitalize on your show efforts.

Assuming that your client is QUALIFIED, this also means it's best to concentrate your Interview Form time on (1) speech rate, (2) benefits, (3) how much \$ available for the project, and (4) WHEN (in TARGET OPERATION).

## HOW TO QUALIFY CLIENTS

10% of attendees are Power Buyers:

- He knows what he wants. (Non-buyers don't know what they want when you ask "What is it that you need?" and "What attracted you to [our exhibit/this machine]?")
- He's the hottest prospect. He's the most likely to buy something right now. (Assuming he meets the FIVE QUALIFYERS below.)

## THE FIVE QUALIFIERS

1. He has the authority to buy.  
(“What’s your job in the company?”)
2. He has the resources (the moolah) to buy.  
(“How much did you want to invest?”)
3. He has an application, and feels the need.  
(“What do you imagine this equipment could do for you?”)
4. He needs it now.  
(“By what date would you like to have this working?”)
5. He can make some sort of commitment.  
(Place an order, set a delivery date, set up a site survey, go see a working installation, or meet with you for consultation – NOT a sales presentation, but something where he has to show you stuff, like financials or the operations layout/factory floor, etc.)

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## A Closing Question –

“What would you like to have happen now?”

Avoid giving prices. Instead ask them how much they want to invest. You tend to lose when you quote prices. He sez HmMMM and later goes away and you never learned anything useful for the future.

The hot prospect has the ability to purchase, QUALIFIES, will consider and take action, and can decide in 30-60 days. Concentrate on him.

If they're looking at you they probably aren't thinking deeply. If they stare off – GOOD.

Use a checklist for QUALIFYING. Then give them a brochure if they flunk, or do your (abbreviated) Interview Form and demo the benefits if they pass.

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## Miscellaneous Trade Show Tips:

- Don't use pretty girls. They are not knowledgeable.
- Don't use free gadgets. They attract the wrong people.
- Booth should describe what it does over the Company Name.
- 80% of buying occurs in the last 20% of time.

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## Sales Targets – The Business Opportunity Funnel

Contact 10 people/hour	x 14 hours selling time	= 140 people
Qualified: 2 would buy such a product	x 14 hours	= 28 people
Developed: 1 will continue to talk	x 14 hours	= 14 people
Closed: 2/3 will buy	x 14 hours	= 9 people

It's best to set SALES TARGETS for the show. Once you know that you intend to produce, for example, 12 sales within 45 days, you can back up to see how many you must contact, QUALIFY, develop, and close.

### Opening Conversations –

- Don't use "social talk" like: "Hi, how are you?" or "May I help you?"
- Use "search talk": Get them involved immediately with "Hi, what brings you into our booth today?" and "What attracted you to our equipment?"

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## Outline of Actions –

1. Set TARGETS in a mapping session prior to opening the exhibit.
2. Open conversations. Do introduction to get their name.
3. Open fact-finding with permission.
4. QUALIFY with checksheet
  - a. No Qualify? -- give brochure and talk with another one
  - b. Yes Qualify! -- Interview for benefits, \$-available, Target date.  
Demo the benefits, set follow-up appointment to develop.

EXAMPLE:

### FOCUS QUESTIONNAIRE

What attracted you to equipment? \_\_\_\_\_  
What is it that you want? \_\_\_\_\_

May I have your card? \_\_\_\_\_  
What is your job in the company? \_\_\_\_\_

How much did you want to invest? \_\_\_\_\_  
What is your budget for (project/thing)? \_\_\_\_\_

What do you want/imagine this equipment/  
thing to do for you? Do you need that? \_\_\_\_\_

By what date do you want it done? \_\_\_\_\_  
When do you want to be (something)? \_\_\_\_\_

What's our next step? Can we set up  
up a site survey/site visit/ examine the  
paperwork/set install date? \_\_\_\_\_

(yes-qual) (no-qual)

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## A FINAL NOTE

This simple and powerful strategy for tradeshow selling is good, surprisingly effective, and you can use it to grow ever more successful in sales at the tradeshows, but for an even more powerful methodology, it will help tremendously if you will train yourself in Conversational Hypnosis.

Conversational Hypnosis teaches you how to observe the prospect before you so you can read what they're thinking (or feeling) almost before they know it. And knowing these things will make all the above closes far more effective.

In addition, training yourself in Conversational Hypnosis provides an entire new set of ways to communicate persuasively, beyond these effective but simple word patterns. To learn more about obtaining this advanced skill, so you can have an advanced life, visit our site at <http://learn-conversational-hypnosis.org> for a more complete explanation.

On that site, you will find this free report available, plus others you will also find useful, and even an explanation of how you can obtain a free 3-CD Mini-Course in the fundamentals of hypnosis, self-hypnosis for improving your life, and conversational hypnosis for improving your sales.

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