

The Showers Group Ministries'

Oh Break Out!

*Holy Ghost Powered!
Life Transforming!*

Experience It!

Saturday, December 3, 2011

Doors Open @ 8:00 a.m.

House of Prayer & Praise Ministries

16520 Wyoming • Detroit MI 48221

Free Registration

Continental Breakfast

Marketplace Medley

Showcase your products in the Marketplace Medley.

Contact us for vendor information.

641.715.3800 Ext. 95819

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PO Box 32909 • Detroit MI 48232.0909

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Maximize Your Vendor Experience

Proven Strategies For Optimum Sales Success



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Jacqui Showers

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So Glad!

You Joined Us!



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Who In The World Is *Jacqui Showers*

- ▲ Conference Visionary/Host
- ▲ Marketing Communications Pro
- ▲ Writer/Emerging Author
- ▲ Minister
- ▲ Coach/Mentor

▼ Wants to share her trade secrets

▼ Cares about your success, not just at *Oh Break Out!*



▲ Mama's Baby
Oh Break Out!

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Outcomes

- ▲ Effectively plan for upcoming shows
- ▲ Maximize your show experience
- ▲ Generate sales and leverage relationships
- ▲ Effectively use technology and social media
- ▲ Ignite excitement with booth appeal
- ▲ Generate traffic to your booth
- ▲ Effectively Network before, during and after

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Have a plan. Follow the plan, and you'll be surprised how successful you can be.

- Paul "Bear" Bryant, football coach

PLAN FOR SUCCESS



Why Should I Do A Show

▲ There is nothing like Face-2-Face Interaction

- ▶ Put a face to a name or voice
- ▶ Attendees can actually see the merchandise
- ▶ You can establish viable on-going relationships
- ▶ Gain exposure and awareness of your product/service
- ▶ You're able to meet a vast amount of people in a short amount of time
- ▶ Generate leads

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Why Should I Do Show *con't...*

▲ Make sure the show is alignment with your goals

▾ Every show is not where you need to be

▾ Maximize your time and efforts wisely

▾ Due diligence will enable you to be at the right place at the right time

▲ Set Quantifiable Goals

▾ Monetary

▾ Human Capital

▾ Lead Generation

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Partnership Has Its Privileges

- ▲ You have established a partnership with Show management
- ▲ Participate in any promotions offered
 - ▶ Silent auctions, product showcases, etc.
 - ▶ Make sure you are included in all promotions
- ▲ Use your booth number on all promotions
 - ▶ You have to tell people where you are. If you don't tell them, they won't know.

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Partnership Has Its Privileges

- ▲ Link your website to the Show's website
 - ▀ Articles and promotions highlighting your products
- ▲ Link their website to yours
 - ▀ Drive people to your booth—it begins before you get there
 - ▀ Provide prior access to your products and service before, during and after
 - ▀ Remember to include your booth number

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Show Me The Money

▲ Most people don't carry cash

▶ Accept debit and credit cards

▲ Intuit

▲ Square One

▲ Card Reader

▲ Electronic Checks

▲ Oh yes! You will still accept cash



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You Ain't Got No Friends!

▲ How are people going to befriend you

■ Make sure you have business cards and plenty of them

▲ Vistaprint.com

▲ Avery business cards and print them on your computer

■ Make sure you have current literature

▲ Old information can hurt you

■ Make sure you know your product

■ Be able to provide a brief description of you and your product. You only have a few minutes, use them wisely.

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It's A Contingency Plan

- ▲ Always have a contingency plan just in case something happens
- ▲ Don't ship all of your products carry some with you. Something may happen during shipping.
- ▲ Make sure you can trust the person who has been designated to get the materials there.
- ▲ When in doubt, do it yourself.

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Don't sit on the stool of do nothing!

Rosie Etta Showers, My Mother

SHOWING OFF



Adhere to Show Rules

- ▲ Set up your booth on time
- ▲ Break down your booth on time
- ▲ If there are times when no selling is going on, then don't do it
 - ▶ Use this time to get acquainted with other vendors
- ▲ Design your booth according to specifications
- ▲ Maintain a neat environment

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Booth Appeal

▲ Your Appearance Will Either Draw Or Repel

- ▶ Give some thought to your booth—Make it inviting
- ▶ Develop a thematic approach—“Brand”
- ▶ Maintain a neat and orderly environment
- ▶ Design your booth for maximum salability
- ▶ Have professional signs made if possible

▲ Vistaprint.com—get a free small banner and only pay for shipping and handling



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Don't Get Trapped At Your Booth

- ▲ Don't be stationery
- ▲ Move beyond the comforts of the booth
- ▲ Engage others walking by in conversation
- ▲ Visit others at their booth and share your products and services
 - ▼ You may meet someone in another aisle who will direct someone to you who doesn't know you're there

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What's In It For Me

- ▲ Have a show sale with at least a 10% discount
 - ▼ Show discounts make a person feel they are getting a deal
 - ▼ Don't be afraid to change your price.
 - ▲ Be willing to negotiate.
 - ▲ Better to get a sale than walk away with nothing.



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What's In It For Me *con't...*

▲ Give something away

- ▶ Everyone likes to get something free
- ▶ Provides added recognition

▲ Participate in show sponsored activities

▶ Silent Auctions, Product Showcases

- ▲ Enable you to showcase your products in a different location and provides third party credibility

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Interact With Your Show Peers

▲ Establish Dialogue Before the Show

- ▶ Setting up the booth, help another vendor
- ▶ They are prospective customers

▲ Team Up With Them

- ▶ Help to promote your products
- ▶ Reservoir of information for future opportunities
- ▶ Visit other's booth, ideally before or after the show

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Don't Be Afraid To Socialize

▲ Social Media

- ▶ Facebook, Twitter, LinkedIn, Craigslist, etc.
- ▶ Publicize and promote your involvement

▲ Compel them to come

- ▶ Use catchy words to draw people
- ▶ Send emails to invite people to attend the show
- ▶ Without people, you are not going to be successful.
- ▶ You are in partnership with the Show management



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Attitude

▲ You are your best agent

- ▶ Draw people to you
- ▶ Energetic
- ▶ Passionate
- ▶ Don't be overbearing if someone says no—It only means not right now
- ▶ Be helpful, even if the person asks you about another vendor
- ▶ Thank each person who stops by your booth, regardless if they purchase something or not
- ▶ Make sure each guest has your undivided attention
- ▶ Don't talk incessantly—Listening is a virtue



All Dressed Up

- ▲ Dress appropriately for where you will be exhibiting
- ▲ Don't over or under dress
 - ▶ Business attire
 - ▶ Business casual
 - ▶ Super casual
- ▲ Make sure your clothes are neat and clean
- ▲ Make sure you have comfortable shoes

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Sweet Smelling Savor

- ▲ Keep breath mints handy—You don't want to drive your customers away
- ▲ Keep your hands clean—Have sanitizer to keep your hands clean and free of germs
- ▲ Keep your hands moist—Frequently use lotion because you will be shaking hands all day



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“By far the most efficient approach to deal with your leads is always to use a process that automatically brands you, supplies worth to your prospects, follows up with them, and sorts out the uninterested people.”

—MLMLeadGeneration

AFTERMATH: FOLLOW-UP



Aftermath: Follow-up

- ▲ Follow-up...follow-up...follow-up! What? Follow-up...follow-up...follow-up!
- ▲ Develop strategies to ensure you generate leads
 - ▶ Have a sign up sheet at your booth
 - ▶ Conduct a drawing and the winner gets a prize
 - ▶ Post-show promotion
 - ▶ Schedule a meeting
 - ▶ Host a party

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Aftermath: Follow-Up *con't...*

▲ Follow-up with show attendees

▼ Anticipation is making me wait

- ▲ After a certain amount of time, they are no longer waiting
- ▲ What are you waiting for? Catchup!
- ▲ Contact them within the first few days; definitely within the first couple of weeks.
- ▲ Follow-up with again and again.



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Aftermath: Follow-Up *con't...*

▲ Develop a post show strategy to create excitement

▣ Post-show promotion

▣ Schedule a meeting

▣ Host a party



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Does Your Net Work?

- ▲ Maximize every relationship
- ▲ Strike while the iron is hot
 - ▼ Don't let the sizzle fizzle
 - ▲ Send thank you's to those who actually purchased from you and those you want to purchase
 - ▲ Include every contact you made in your database—don't have a database develop one
 - ▲ Continue ongoing communication—that doesn't mean you are selling all the time. Call to check in.

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Take A Deep Breath!

Relax

Release

Relate

Ready or Not!

It's Show Time!



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