

THE 9-STEP PLAN to a successful home show

1.

START NOW! PLAN FAR IN ADVANCE

- Make a plan
- Book your site
- What's now, what's new and what's next!
- Your news? New Business, New Location, Launch a New Product, New Team Member



2.

WORK OUT YOUR WHY

- Who are you targeting?
 - o Existing customers
 - o New customers
- What are your goals?
 - o Selling Goals
 - o Non-Selling Goals
- How does it fit in with your other marketing?
- Make a plan for each target/goal



Target/Goal	Selling Goals	Non-Selling Goals
Existing Customers	<ul style="list-style-type: none"> • Maintain /Develop Relationships • Feedback – remedy service problems • Stimulate add-on sales 	<ul style="list-style-type: none"> • Connect with and qualify prospects • Determine needs/opportunities • Communicate key messages (e.g. sales catalogs, demonstrations etc) • Commit to callback or sale
Potential Customers	<ul style="list-style-type: none"> • Maintain Image - (if you're not there is it seen as a negative by existing customers) • Introduce new products or services • Test/Sample Products • Gather competitive intelligence • Widen exposure 	<ul style="list-style-type: none"> • Connect with prospects • Foster image building • Introduce new products or services • Test/Sample Products • Gather competitive intelligence • Widen exposure

3.

SET A REALISTIC BUDGET

- Stand Fees
- Personnel Costs including travel and accommodation if applicable
- Transportation/Insurance/Packing/ Stand Design and Manufacture
- Samples/Literature/Giveaways
- Any leverage costs – pre and post sales marketing
- Compare this with your other marketing sales costs - what is your expected return on investment?



4.

PREPARE YOUR TEAM

- Pick the best – outgoing, motivated, know your customers and products.
- Train them – goals, tactics, objections
- Your team is your best store front
- Better prepared = better results



5.

PLAN TO GET NOTICED

- How to make a stunning showcase of your business.
 - Be Interactive – get the audience involved, the more the better
 - Product demonstrations
 - Make sure customers remember you? Meaningful, useful, fun or interesting things with your brand will get you more visibility



6.

COMMUNICATE / TELL EVERYONE

Send out info to your existing and prospective customers:

- When, where, your stand number, what you will be doing, special offers
- If you have a speaking/seminar spot promote this
- Use your newsletters, email, social media



7.

RADIATE CONFIDENCE AND NETWORK

- Speak and engage with as many people as possible.
- Keep records of customer and prospect contact. Commit to follow up action.



8.

ALWAYS FOLLOW UP

React fast. Contact within 48 hours. Personalise communications. Keep all the contact details and update your databases. It is super important to do it while everyone still remembers each other. A good trade show bears fruit quickly, but you need to react fast.



9.

DEBRIEF & PLAN THE NEXT SHOW

Measure your success against your objectives. Did you realise your Return on Investment? What things would you change for the next show? Update your plans and book the next show.



Interested in Exhibiting?

Contact Chris now >

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Email or call Chris now to plan your exhibition experience

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