

# TRADE SHOW TIPS



Trade shows are terrific vehicles for sharing Conklin's products, systems and opportunities with others—but working a trade show is more than just standing inside a booth. There are several factors that can help you get the most out of every trade show. Here are a few key things to consider:

## Set a Goal

Although there are many benefits of participating in a show, you should have one primary goal in mind for each show. Whether your goal is to get at least 20 good leads, find three potential roofing jobs, or find two roofing contractors you'd consider solid prospects, having a specific goal in mind will help you determine whether a particular show was "successful," or what you need to do to make sure that the next one is more productive.

## Ask Questions Instead of Pitching

Everyone has a "pitch," but it's far more effective to have a conversation. Good conversationalists are genuinely interested in others — what do they do, what are they interested in. And no effort is ever wasted if it results in more information for you. So ask, learn, and then tailor your eventual "pitch" to focus on how Conklin Roofing Systems appeal to the person's lifestyle and interests.

## Include a Demonstration

A live demo is one of the most valuable efforts you can make at a trade show. Conklin Roofing Systems products and systems have a number of features that are easily showcased with a demonstration, whether you use roof samples or other props, or show a short video on a laptop. If possible, consider doing your demonstration on a projector or large monitor so it's big enough to attract passers-by.

## Network

Again, no effort is wasted as long as you learn something, so talk to fellow vendors; discuss how the show is going and how it compares to other shows. Try to think of a way your two companies could work together; if it doesn't work out now, it may in the future.

## Be Strategic About How You Distribute Brochures

Trade show attendees tend to pick up dozens of brochures and get even more in their tote bags. Even if yours is outstanding, it's going to be hard to stand out. Instead of handouts, get a business card and send your brochure in the mail. By the time it arrives in your customers' hands, they'll be able to give it the attention it deserves.

## Focus on Quality Over Quantity

It's better to have solid conversations with a handful of genuine prospects than to give away a hundred branded "freebies" to people who may not remember you.

## 5 Things You Can Track at a Trade Show

1. What visitors think of your display booth. Ask them open-ended questions and record their answers.
2. What people don't understand about your products and systems. Most frequently asked questions are often an indication of what your advertising doesn't tell people or misconceptions about your company.
3. Cost per lead or per person. These can help you determine return on investment and budget benchmarks.
4. Hot industry topics. Conversations with visitors and fellow vendors will clue you in on industry "hot buttons" you might want to consider in your sales and marketing efforts.
5. Whether or not your company is meeting customer expectations. All you have to do is ask customers one question: Are we meeting your expectations, and if not, what should we do differently? You might consider hosting a private customer event for this purpose.

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