



THE BUSINESS OPPORTUNITIES

AND FRANCHISE EXPO
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Exhibitor Training Workshop

How to Ensure Even Greater Returns From Your Expo Investment

1. Objectives
2. Developing your message
3. Stand design
4. Selecting the right staff
5. Follow – up procedures
6. Essential Reading for all staff on the stand
7. Action plan

1. OBJECTIVES

1. Why do people go to expos

1. Attracted by the theme
2. Looking for information
3. Looking for a solution to a problem
4. They know that they will be able to compare business opportunities under the one roof
5. The Expo is a great place to meet in an informal atmosphere

There are no tyre kickers

2. Profile of attendees

- ❖ Looking to by a business for the first time
- ❖ Looking to change the business they are in
- ❖ Seeking advise from the service providers

3. What are your OBJECTIVES and EXPECTATIONS?

- ❖ Lead generation
- ❖ Market research
- ❖ Sell product
- ❖ Market awareness
- ❖ Relationship building
- ❖ Networking
- ❖ Provide information- tax department education
- ❖ Relationship building -exhibitors staff

4. Set targets against objectives

Our objective should influence the stand design (use examples)

- ❖ If we are going to sell a product eg mobile phones then stand design and signage will reflect this
- ❖ If we are trying to generate leads our stand and signage should be informing the visitor of that fact **Just listing the name of the company will be not be enough.**
- ❖ The stand and the signage need's to have a message. The message you want to tell the visitor

Remember the expo is a face to face medium. The expo is an Interactive Environment.

Some facts to consider

1. How many people can we talk to?
2. How many people do you have available to talk to your prospects?
3. How many prospects could you expect to see?
4. Use following example
Allow 5 mins as minimum time with each prospect.
 $7\text{hrs /day} = 420\text{ min}/5 = 84 / \text{day}$
 $2\text{days} = 168\text{ people.}$

4000 qualified visitors say 10% are your prospects
400 people to talk to!
400/2 days = 200 /day.
7 hrs/day = 420 minutes/ 200 = 15 minutes per prospect.

Unfortunately they will not spread evenly over the days. So you need to think about the number of people you have available to man the stand

2. DEVELOPING YOUR MESSAGE

1. What are the key BENEFITS of YOUR industry or profession?

2. Consider your major competitors.

What 3 benefits do YOU offer that makes you DIFFERENT from them?

**3. What are the 3 COMMON characteristics of your ideal prospects
OR what kind of people are we looking for?
(Consider your top customers or franchisees)**

With the above in mind set some Objectives

Example A

1. We are going to create 40 positive leads
2. We are going to get the message across that our Franchise is a life style second to none.
3. We need to make sure that they understand that we are New Zealand wide not just a South Island business.

Example B

1. We are here to sell mobile phones
2. We need to tell the visitors that we have the cheapest plans in New Zealand
3. We need to make it quite clear that we have the best technology

With the above example in mind lets Develop the message

- ❖ Lead Generation - Message
- ❖ Sell - Message
- ❖ Market awareness - Message

The Message needs to say

- ❖ Whats in it for me
- ❖ What makes you different to the other blocks
- ❖ Why should I come into your stand and talk to you

The message needs to be

- ❖ Short and sharp
- ❖ It needs to hit a button
- ❖ What will turn the head of a prospect
- ❖ Watch the preconceived idea that your company name provides the message.
- ❖ Make sure the message clearly offers the key benefits your product/Franchise can offer the prospect.

Remember you have only 5 seconds to impress your prospect as they walk past your stand.

- ❖ High light your differences
- ❖ Think back on your last success. Use the key elements of that success to develop your advantage and message.
- ❖ Think about the common characteristics of your best clients/ franchisees and develop a message around what would have attracted them to your stand.

Developing your message is the most important part of your planning.

Use the I have - you get list to develop the design and message

- ❖ Informative.
- ❖ Make the signage portray the message short but to the point (three words)
- ❖ Professional
- ❖ Create urgency
- ❖ Offer specials
- ❖ Create headlines
- ❖ Make sure you create the need to gather their address
- ❖ Make sure they want you to contact them

4. Create interest and desire

Remember the “SO WHAT?” principle – SO WHAT’S IN IT FOR ME?

I HAVE	YOU GET

5. Call to action

Create urgency – limited availability, special offers, maps showing areas sold, seminars
Refer to ‘Follow up Procedures’ worksheets

Offer something Free!!

6. Create HEADLINES for signs

(Keep them short, clear and emotive)

3. STAND DESIGN

1. Shell scheme

Power, two spots lights – Peek Display say they can provide anything that is needed

What do they offer as a range of products?

Colour walls

Lighting

Power points

Tables

Stands

2. Space only

3. Attract attention – 5 seconds

Colour, taste, smell, 3-dimensional, action and interaction

4. Signage

5. Lighting / power

6. Furniture and Audio Visual

Things to consider

- ❖ Size of the stand. What are you going to have on the stand? Not too crowded
- ❖ Make sure it is inviting. Can people walk through?
- ❖ Make sure the colours are attractive and yet stand out.
- ❖ Create an atmosphere of interaction.
- ❖ Think about demos.
- ❖ Contests.
- ❖ Seminars.
- ❖ Have some real things to see, touch and feel.
- ❖ Make the stand inviting, plants, chairs, a place to chat
- ❖ Informative. Make the signage portray the message short but to the point
- ❖ Professional
- ❖ Create urgency
- ❖ Create headlines
- ❖ Offer specials
- ❖ Make sure you create the need to gather their address
- ❖ Make sure they want you to contact them
(don't place a table in the front of the stand if possible as may create a barrier)

4. SELECTING THE RIGHT STAFF

1. Use the right people

The people on your stand should be able to initiate and develop relationships and trust and be:

a) **comfortably identifiable with the target market**

b) **personable** Consider your greetings

c) **interested** ASK questions, LISTEN, respond to THEIR interests

d) **knowledgeable** People come to expos to get ANSWERS, not brochures!

Highlight the headings on the hand out

Train the staff on what you are trying to achieve

Make sure the message is consistent

Train the approach

" Can I help"

"Can I be of assistance"

"Can I give you some information"

What ever opening you use make sure you are comfortable.

Listen, Be Interested, The people have taken the effort to drive here pay money to get in to be interactive, to be **informed** by informed PEOPLE.

Make sure you have people who are **confident** and who can close a sale our ask for their contact details or make a appointment to follow up on there interest in what you had to offer.

Have a follow up procedure

Quantify your prospects but never prejudge.

Create the need to have an appointment to provide additional information.

Follow up procedure will make or break the return on your investment this expo

**PEOPLE BUY FROM PEOPLE –
THEN THEY FIND REASONS TO JUSTIFY THEIR DECISION.**

5. FOLLOW – UP PROCEDURES

1. **Qualify your prospects – but NEVER pre-judge!**

2. **Ensure you have the right follow – up paperwork (and pens) on your stand**

3. **Do it**

6. ESSENTIAL READING FOR STAFF SELECTED TO MAN YOUR STAND.

Every visitor to the Expo will have made an effort to get there to see you, which means they are already in keen buying mode. Since everyone has different interests, it is important to flag down **YOUR potential prospects - you have about 5 seconds** for them to decide if they want to stop and talk to you!

PREPARATION

1. Identify what you want to achieve at the Expo - **set your goals and expectations**: eg Sales - unusual except for smaller ticket items; Lead generation - this is the most common reason for exhibiting; Branding and market awareness - extremely useful for the longer term; Market surveys - an excellent opportunity for high volume quick reaction; Education - if you have an on-going service role.
2. **Carefully consider the message your signage is giving to the public** - this is the single most important factor. Even a well known brand-name needs a clear message to ensure visitors don't rely on their own preconceived ideas... Use your stand message to help you reach your goals - if you have something to sell, then SAY SO, and say WHAT BENEFITS buyers will get from it!
3. **Plan your stand** decoration to be cheerful and eye-catching. Avoid clutter and barriers on your stand - both will put visitors off!
4. **Plan your procedures** and **prepare** the paperwork **for efficient follow-up** to achieve your goals.
5. **Pre-promote** your presence at the Expo. A visit to the Expo frequently helps current prospects finalise their decisions, so make sure you invite them too!
6. **Roster the most senior appropriate staff** for your stand - they're the people who best understand your business and your goals.
7. **Create urgency** and a call for action for prospects to respond quickly - trial days, seminars etc.
8. **Ask all staff** to read the organisers' procedures and avoid unnecessary stress!

ON THE DAY

1. Dress for the occasion, to suit your target market - and wear comfortable shoes!
2. Take regular breaks to **maintain enthusiasm** - your conversation over two days will be largely repetitive!
3. **Do not pre-judge** any visitors - they mostly won't be 'dressed to impress' but will be prospects or future customers for yourself or your Expo neighbours.
4. **Use quiet times** (there will be some) to network with fellow exhibitors, who often become excellent clients or suppliers.
5. Do not read, eat or drink on your stand or have your back to the aisle - visitors will leave you to it!
6. **Consider the greetings and approaches you may use**, and coach staff accordingly.
7. Hand out minimal printed information - use the opportunity to qualify your prospects by asking the right questions. If you give them everything on paper, they won't need to talk to you, so save the details for serious follow-up opportunities.
8. **Some stands are always busy - observe and learn.**
9. **Ask questions - and listen** to the answers, for valuable buying signals.
10. If you're not getting the right results on the first day, don't wait - **change something!** We'll be happy to help where we can!
11. **Do whatever you have to do to maintain your enthusiasm** - it's a critical element!

7. ACTION PLAN

Completed

- a) **Set objectives**
- b) **Develop key messages**
- c) **Arrange signage production**
- d) **Draw stand floor & walls to scale and position furniture, signs etc.**
- e) **Stand requirements**
- f) **Select key staff**
- g) **Prepare detailed follow – up action plan**

8. CONTACT DETAILS

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