The Final Checklists

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The key to success is preparation

Three key areas of focus for show success

Success Area #1

Know what we want from the show before we leave

Pre-Show Checklist

Item #1

What is our primary objective?

Item #2

How will we define success?

Names?
Appointments?
Demos?

Item #3

What product or service will we spotlight?

Item #4

Is it clear who will handle each product/service and explain its value?

Item #5

What questions do we have in hand to qualify?

Will they help us qualify for our desired outcome?

Item #6

Have we coached and role played each of the advantages and benefits for all our products/services?

Item #7

Can we REALLY articulate why prospects should buy our product or service?

Item #8

Is our team diverse? (sales, service, technical)

Item #9

Is the dress code clear now…not after we arrive?

Item #10

Do they REALLY see themselves as a team?

Item #11

Do they REALLY know the objective of this show?

Item #12

How will we evaluate our success after each day?

Success Area #2

Proactively market our presence

Marketing Checklist

Have we identified our best prospects and invited them?

Have we identified other prospects and notified them of:

our show location?

our booth number?

our cell number?

our telephone number?

valuable reasons to find us?

Here are the best marketing tools with only three weeks out

Postcards

Flyers

Emails

Phone Calls

Focus on speaking their language

(communicate from their perspective)

The best approaches at the show are:

Emails

Room drops

Sponsor activities

Success Area #3

Be sure to manage the show and the outcome

Start Of Each Day Checklist

Item #1

Is our team ready to go?

Checked name tag location?

Are they confident, focused and energized?

Are business cards and pens ready to go?

Have we reviewed the objectives for the show together today?

Are they ready to greet, meet, and lead?

End Of The Day Checklist

Item #1

Have we sorted leads by product/service requests?

Item #2

Have we reviewed the leads for quality of info?

Item #3

Have we sent the leads to the office for action?

Item #4

Have we adjusted our sales approach based on feedback?

Managing The Outcome Checklist

Item #1

Did we contact every lead within 14 days?

Item #2

Are we calling to discuss "next steps" versus follow up?

Item #3

Have I followed up with my show team on…

opportunities given?

commitments made?

tactics to execute?

Remember

Buyers are specifically looking for:

Solutions

New Ideas

New Suppliers

To Meet With Experts

See What’s Going On

For additional resources
Visit our website:

www.richardweylman.com

Questions and Answers