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**SIX Trade Show Marketing Mistakes and How to Avoid Them**

**By Mitch Tarr**

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Six Trade Show Marketing Mistakes and How to Avoid Them.

Trade Show Marketing has changed a lot in the past few years.

As they say, there is the easy way and the hard way. I learned my trade show mistakes the hard (and expensive) way. I didn't know what I didn't know. You may be in that situation too.

If you use trade shows as a way to promote your business, you should think about what I am about to tell you and discover if these strategies can help you get better trade show results at a lower cost.

Trade Show Marketing Mistake Number One:

Not having a clear purpose and plan for each show.

This seems to be fairly obvious but so many companies I talk to are in the trade show rut. They have been in a show in the past and continue to stay in. Even if the show has shifted its focus, redefined its market, or has competition of its own.

If you have people in your company who say "We can't miss this show, what will people think?" or "What message does this send to the market place?" you may be in this rut.

It's clear it's not their budget they are talking about. A client of mine did a show for years and had a new product to launch. It was a product intended for a new market. The show they had done for years, didn't suit their market. But, they couldn't let go and couldn't afford to add new shows to the roster. So instead of selecting a different show, one suitable to their new target market, they stayed in the same show, launched their product and puzzled over the poor reception of their product.

Trade Show Marketing Tip. Do you do a continuous review of your shows to ensure they stay in touch with your market, products, competition, and strategy?

Trade Show Marketing Mistake Number Two:

Investing heavily in a new (expensive) booth without knowing your show ROI.

What's an ROI you ask? It stands for Return On Investment and is a tool the best marketers in the world use daily. Simply it means I am doing a particular show and expect a certain number of (hopefully qualified) leads and my budget is X amount of money.

Your cost per lead is leads divided by budget. How does that compare to other marketing strategies you run? Other shows? Past shows?

Or if your expectation is to do a product launch? What is the number of interviews, media mentions and

## SIX Trade Show Marketing Mistakes and How to Avoid Them

write ups you expect to achieve?

Trade Show Marketing Tip. No matter what your trade show goal is . . . measure, measure, measure.

Trade Show Marketing Mistake Number Three:

Not thinking about your competition.

Trade shows are great. Delegates can go to the show, see what suppliers are doing in their industry, look for products that offer competitive advantage and incorporate them into their buying plans. That's the good news.

The bad news is that while they are there they can make a direct comparison of you and your competitors. How they look, how they behave, how they represent themselves, and what they offer. Now, people aren't looking for sameness. They are looking for difference. You all have the same professional booth, the same well trained professional staff, the same glossy brochures, and the same give-aways. So what is your competitive advantage? You must know first of all, how you separate

yourself from your competition and have a clear message but you must also ensure you appear to be different on the show floor.

That's what's great about the internet these days. All of your competitors will have a web site with coming events in it. So between last years exhibitor list and your competitor's web sites there is no excuse for not knowing who will be there at the show.

Trade Show Marketing Tip. Figure it out! And separate yourself from the pack—your results will improve.

Trade Show Marketing Mistake Number Four:

Not training the booth staff.

Next time you attend a show, look for any of the following behaviors.

- Cell phone usage
- Exhibitor staff talking to each other
- Talking about clients
- Food and Beverages in the booth
- Gum chewing
- Corporate secrets—in the open!

You get the idea!

Perhaps any one of these is not an indictable offence, but have you seen more than one? Or even, was it the one thing that caused a potential prospect to pass you by. An opportunity that would never come again.

Often in shows people who are not professional sales reps attend and pull booth duty. Product managers, PR people, CFO's and others. Just being in a show doesn't mean they know selling skills and/or show etiquette.

Trade Show Marketing Tip. Hold training classes before the show, write out a show guide, and have a pre-show meeting on the show floor to remind everyone that behavior that would not be tolerated in the boardroom of your best client would not be tolerated on the floor either.

Trade Show Marketing Mistake Number Five:

Not trying to qualify a prospect.

IF you are attending trade shows to generate new leads, you will want to as closely as possible follow your selling process. The fact you are at a show and everyone is giving away yo-yos doesn't shouldn't keep you from doing what you do in real sales situations—qualify your prospect.

I had a client who sold to small business owners. Which of the following opening statements would

## SIX Trade Show Marketing Mistakes and How to Avoid Them

have the best effect for him?

A: Hi, would you like to see my product?

B: Would you like a yo-yo?

C: Do you own a small business?

If you picked C (I surely hope you did) you are on your way to leveraging your trade show investment. It is critical to know if you are talking to the people who your marketing efforts are targeting. Just because someone is at a show doesn't mean they are your target audience. They could be media (yay), competition (groan), or tire kickers (yikes).

Trade Show Marketing Tip. Your success will be greater if you plan to qualify in the booth. Qualified prospects are like gold—you need to dig a little bit. Remember to train you staff (all of them) to ask the sales question. "Are you my market?"

Trade Show Marketing Mistake Number Six:

A weak follow up plan.

You have in your hand, a list of people who stopped by your booth (lets say they aren't qualified) or you have a stack of business cards (lets say they are qualified decision makers).

What you do next will make a difference to your result.

You must have a measurable, crisp, FAST follow up plan in place. This is one way you will most

certainly separate you from your competition. Here is an area where most people fall down.

The scariest story I heard of was actually a friend of mine who worked a booth in a trade show and allowed someone else to take the business cards home. Can you guess? They lost the cards! There was no back up. They were GONE!

Now that leads to poor follow up. The onus was on the prospects to remember they talked with you and want to continue to talk with you.

Trade Show Marketing Tip. So plan and measure your follow up. That alone costs you no money and delivers a better result.

As you can see many of these mistakes are common sense. But common sense only if you have seen them work or not work in your favor.

Trade Show marketing is a skill. And as such can be developed to produce better results.

More at [www.marketing-for-small-business.com](http://www.marketing-for-small-business.com)

### **MLM Blunders**

**By Adnan Jamal**

It's really strange! Too many people start an MLM business with excitement, enthusiasm, anticipation and thrill, only for the reason that they want to be a successful home businessman. There are many people, who right now are not as successful as they would like to be. If your performance in this field is error free and you have adopted a path that has least possibilities of failure so you can do this business in a proper way as well as make lots of money. There are so many mistakes, people make in their network marketing business. We want to explain you some important mistakes people make in their Network Marketing businesses. If you avoid those mistakes in your MLM business, then you can observe that there is a drastic increase in your profit. We are now discussing main blunders people

## SIX Trade Show Marketing Mistakes and How to Avoid Them

make during their MLM business.

First thing is that, make a trusting relationship with your new prospect. A relationship in which he/she trusts on you more than himself. It is nearly impossible that a person do not trust you and risk his hard-earned money with you as his sponsor. So keep in mind this thing that your new prospect must have great faith in you.

Now, let me explain to you what a cold list is. It's a list comprised of names shown no interest in your offer. They do not pay attention on your attractive offers and they also don't care about the position of your company in the market. If you mail your opportunities and offers to the cold list then it must be fruitful for you and your Network Marketing business. This technique is much fruitful when you are mailing to the person who ask for more information about your opportunity.

Avoid laziness in your business as much as possible. Laziness is disastrous for your Network Marketing business. In order to earn money you have to be hardworking and meticulous. Many of us talk so much about working to make money but never really apply the concept in their real life.

The main thing in Network Marketing business is to learn about every aspect of your business. Because this is network marketing. It's not a joke. It's a real business like other businesses and in a real business you must have to be aware of every aspect of that business.

This is a fact that not all human beings are equal. This is not necessary that you don't make a single mistake throughout your MLM or network marketing business, but you can try to avoid those mistakes as much as possible. The mistakes we made normally in our network marketing business as discussed above are easy to avoid and if we successfully avoid them from our network marketing business, then we surely make us a successful network marketing businessman.

For further reading please contact

I am an IT postgraduate student. I love to write articles on business related topics.

### MLM Blunders

Boost the Sales Power of Your Trade Show Exhibit

Nine Tips on How to Set Goals for Your Trade Show Exhibit

Nine Tips for Successful Trade Show Exhibit Selection

Trade Show Giveaways: What Works

Stamp Collector Software

eBarteringTactics

Postcard Collector Software

Fixer-Upper Fortunes

How to keep up the SPICE in your Love Life.



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