

## EXHIBIT LIKE AN EXPERT



### TOPIC DESCRIPTION

Elevate your professionalism at the booth using Susan's formulas for success. Explore the five essentials an exhibitor must master to sell more, look great and make money at tradeshows, consumer shows or expos. Walk away with step-by-step instructions, creative ideas and valuable techniques that can be immediately implemented to turn your booth into a powerful profit center.

**The five elements to be covered are:**

#### 1. Goal Setting:

##### ***Ten goals to maximize productivity at the booth***

A company's commitment to participate in a show should be followed by a commitment to get results. It is essential, before the show, that you know what you want to accomplish, have realistic expectations, make the staff aware of the goals and prepare them with the tools and knowledge to achieve them. Learn eight

additional ways to benefit from the show beyond making sales and getting leads.

#### 2. Display Design

##### ***Five design elements that produce a competitive edge.***

At a tradeshow image is everything. How the public perceives your company has tremendous impact on your credibility and whether they will buy something, refer business or do business with you at all. An impressive display with the wow factor is critical to exhibit marketing success. Learn how to decorate your display and craft your graphic messages to create interest, attract attention and lure qualified prospects to the booth.

#### 3. Promotions

##### ***Eight effective methods to draw traffic to the booth.***

Your show success depends on capturing the attention of as many qualified attendees as possible. The smartest exhibitors do not leave this to chance and understand it is not the sole responsibility of the show organizer to get customers to the booth. Learn how to use the three-step process that includes promotions before, during and after the show that will attract the right customers to your exhibit.

#### 4. Sales Strategy

##### ***Five E's of successful selling at the booth***

Eighty percent of attendees base their opinion of a company on the actions of the employees at the booth. A well-trained staff is essential to maximize results. Mastering the 5 E's selling formula will guarantee an increase in sales and lead generation.

#### 5. Follow-up

##### ***Eight ideas for following-up leads***

When the show is over the work is just beginning. Seventy three percent of exhibitors collect leads, but eighty five percent of those leads are never followed up. Use these tips to turn leads into sales after the show is over.

## WHY TRAIN EXHIBITORS?

Exhibiting in a consumer show or tradeshow is one of the most cost-effective options for selling products and services and unsurpassed as the method of choice for getting face-to face with existing customers and qualified prospects. With her street smarts and business savvy, Susan Ratliff will deliver useful information every exhibitor needs to tap into this lucrative marketplace, gain valuable exposure and reap huge profits.

Show organizers and producers reap the benefits with a more professional looking show floor, exhibitors that feel appreciated and companies that know what it takes to get a return on their investment.

### THIS PRESENTATION IS PERFECT FOR:

Booth staff, business owners, marketing directors, tradeshow managers, organizers and event planners that:

- Seek an economical and lucrative marketplace for their products or services.
- Desire exposure to hundreds of qualified prospects.
- Feel frustrated by lackluster show results.
- Wish to elevate the professionalism of their show floor
- Wants to increase exhibitor retention and show satisfaction

### PRESENTATION FORMAT

Each element will be explored in detail during this fun, fast-paced, information packed presentation. Practical examples will be discussed and illustrated using an entertaining power point presentation that includes pictures of actual client exhibits and graphics and shares the speaker's personal experiences in the field. An interactive worksheet will accompany the presentation. Audience participation and sharing of examples between attendees and speaker will be encouraged and rewarded throughout the presentation.

### SPEAKER BIOGRAPHY

Susan Ratliff is *not* your typical exhibit industry speaker. In the tradeshow trenches for 20 years, she's worked both sides of the exhibit aisle, gathered the knowledge, discovered the shortcuts and made the mistakes so you don't have to. She knows what attendees want, how exhibitors think and what they both need to be successful. She is an award-winning entrepreneur, author, speaker, event producer and founder of a successful display products company that has helped thousands of businesses look impressive on the show floor. Known around show floors as *The Exhibit Expert*, Susan has unique insight into how to generate income from a booth. Whether it's a B2B tradeshow, consumer show or craft fair, Susan's creative ideas, personal examples and real world experiences will educate and motivate every exhibitor from the small start-up business to the fortune 500 company. Susan's formulas for success are illustrated by personal examples in the field and include detailed instructions and relevant techniques that can be immediately implemented to maximize performance and profits on the show floor. Susan will give your team a renewed enthusiasm for exhibit marketing, keys to a competitive advantage and the knowledge to work the show like a pro.

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