



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

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During my career, I have attended many conventions, both as an exhibitor and a visitor. This past week I had that opportunity.

Selling at a trade show is in some ways very powerful

- the customer is coming to your space
- you can control the environment through the design of your booth
- you can manage the message through signs and handouts
- there is a chance to grab the prospect's attention

But in other ways you can be in a weak position

- often there is no buying going on
- the visitors may not be serious
- usually your competitors are present
- there are distractions of all kinds

When I visit a trade show I try to size up the exhibits as follows:

- how much attention went into the design of the booth?
- how are the people manning the booth behaving?
- what is the focus of the effort, is there a theme evident?
- what image is the exhibitor projecting?

There are lessons for all of us in sales from this experience. Each of the elements I listed, have an application when we are selling from our retail space or going on the road to sell in our customer's space.

In upcoming Newsletters, I will comment on those lessons.

But I will close with the take away lesson which I believe is most important. For every booth I visited at this week's convention I left with an image of that booth.

The "Company Image" projected by the exhibitors I visited can be a very positive selling advantage, or not!

What is your Company Image?



Good Selling,

Joel McFadden

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