



Mastering **tradeshows** to
maximise export opportunities

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mastering international tradeshows

International trade shows offer potential export prospects for your business that can be extremely profitable if approached the right way. Our clients have seen great success from implementing the Exportise approach to planning international tradeshows.

The approach we outline below works. However, don't expect prospects to appear magically as opportunities in your export sales pipeline immediately. You need to conduct research, planning and preparation before setting foot at the tradeshow and having those important face to face meetings with prospects.

the process

step one – pre tradeshow

- Download the exhibitor list. This should be available on the tradeshow website a couple of months prior the start date.
- Set the criteria for your “sweetspot client” and eliminate companies outside these criteria. Tradeshows are simply too big to tackle everyone at once, so preparing a highly targeted prospect list is a must.
- Collect and add contact details for the specific company roles you wish to speak with – such as MD, CEO, International Sales Director and Global Operations Manager - to your prospect list. Use different approaches such as searching company websites, LinkedIn, press releases, white papers and Google to get these details: LinkedIn is particularly useful in this regard.
- Be 100% clear on your sales story: do you have a “qualification script” and email template at the ready?
- Call the targeted people / companies, introduce, qualify and set up meetings for the upcoming tradeshow.
- Some people will show no interest at this time, or you may not connect with them: but always send a follow-up thank you email anyway.
- Send a simple meeting agenda to the confirmed prospects you will be meeting: so you control the meeting format.
- We recommend you record the leads in a CRM system.

step two – at the tradeshow

- Arrive at the tradeshow with your meeting schedule, prospect company overview, pre-trade show correspondence and marketing materials.
- Familiarise yourself with the hall and locate where each of your prospects are based.
- Have your company story and questions prepared. We recommend that, where possible, you avoid formal "powerpoint" presentations. Use technology as a tool to enhance engagement, but not to replace it.
- Focus on the conversation. Focus on building rapport and trust.
- Remember: selling is about listening first! Then address their issues, difficulties and challenges.
- Articulate your value proposition: what impact you can have for them, their business and their team.
- Make sure you exchange business cards.
- After the meeting, it is critical to write meeting notes and follow-up actions, so you don't forget. If you have access to wifi, update your CRM.
- At the end of the day congratulate yourself on having had a successful day.

step three – after the show

- Follow up with a direct contact within 48 hrs via email and phone.
- Connect to your contacts on LinkedIn.
- Update your CRM.
- Always remember 78% of business goes to the first respondent. **Be the first to follow up.**

about exportise

Exportise advises, consults with and directly assist client companies looking to enter or develop export markets. More than just a consultancy, we directly engage in both the planning and the implementation phase. Exportise becomes an additional, expert business development resource to our clients.

want to know more?

We at Exportise are always happy to speak to you about your export sales planning and activity. You can call us at 01 4433901, email us at hello@exportise.ie, or visit www.exportise.ie for more information about our work and us.