



## **The Purpose and Value of Trade Shows**

by Keith Reznick

Trade shows, medical meetings, company events and a host of other similar face-to-face sales and marketing events have withstood the test of every technological revolution because *people buy from people*. Shows are a time-efficient and cost-effective way for sellers to sell and buyers to buy. Everything you and your associates say and do on the show floor influence prospects' and customers' perceptions of your employees, company and products and services (in that order). These perceptions in turn influence prospects' and customers' buying behavior.

### **Value of Shows to Exhibitors Includes:**

- ◆ Reduce the cost of sales related to customer acquisition and retention
- ◆ Create cross-selling opportunities with current customers and potential new customers
- ◆ Ensure prospect and customer perceptions are updated and accurate
- ◆ Enhance competitive posture and relationships
- ◆ Accelerate the buying selling process and advance to closure
- ◆ Gain access to (hard to reach) members of the buying team
- ◆ Generate qualified leads in the most time-efficient, cost-effective manner possible

### **Value of Shows to Attendees Includes:**

According to the Center for Exhibition Industry Research in Chicago (ceir.org):

- ◆ 90% of show attendees have not been called upon (face-to-face) by any company exhibiting at the show in the twelve months prior to the event.
- ◆ 86% attend to become aware of new products and/or evaluate vendors for future purchase
- ◆ 40% are attending the show for the first time
- ◆ 50% have not been to another show in the previous year
- ◆ 50% wants to see "What's New" in products and services
- ◆ 75% come with a personal agenda. They know:
  - ◆ Some of the companies and/or products and services they want to see
  - ◆ Which educational sessions and social events to attend

### **Value of Shows to Executive Decision Makers Includes:**

- ◆ 46% made purchase decisions while attending a show
- ◆ 77% found at least one new supplier at the last show they attended
- ◆ 51% requested that a salesperson visit their company after the show
- ◆ 95% meet with their current suppliers at a trade show
- ◆ 76% asked for a price quotation at the last show they attended

### **About the Author**

Keith Reznick and his associates have conducted more than 2,000 workshops and trained more than 40,000 people how to: 1) be more effective communicators (on and off the show floor); and 2) build better business relationships at all levels of the customer organization or chain of command. He can be reached via e-mail at [keith@creativetraining.com](mailto:keith@creativetraining.com) or by phone at 856-784-3466.