



# VENDOR EVENTS AND TRADE SHOWS

Fairs and shows are a great way to help you reach out into your community and meet new people you may have never otherwise met.

However, don't think you need to invest in large trade shows that cost thousands of dollars to attend or ones that expect you to carry significant amounts of inventory. In fact, smaller, less expensive events tend to provide a bigger return on your investment.

When it comes to fairs and shows, there is a key ingredient for creating success, and that is deciding on your purpose.

If your goal is to get bookings, then don't focus on selling product. Concentrate on engaging people so that you get bookings. That means you would most likely have just a display of products and only a small amount to sell. Your focus would be on creating an urgency to book with, perhaps, a "Book Today Special."

A "Book Today Special" would be a gift you would give to anyone who booked a party with you, that day. However, you would take this gift to them at their party, to help secure the party date.

If your goal is to earn enough money that day to pay for your booth, you would want to focus on selling product you have on hand. However, if you are focusing on selling product at the event, don't focus on the catalog. Instead, have a choice of select items, to make decisions quick and easy. Sell one item or bundle your items together to create baskets or specials.

If your goal is to gain new sponsors to your team, make a gift basket that goes to a new team member when they sign and make sure all of your conversations include the message, "I'm looking for people to join me." Also, having a picture frame with the top ten reasons for joining Jordan Essentials is a must!

## What is the best way to follow up with guests I meet at an event?

At your booth, you want to make sure you have customer information sheets, where people will fill out their name, phone number and e-mail. In order to gain a contact, you need to offer a gift. And this gift would be their chance to win a product or gift basket, if their name is drawn at the end of the show.

Customer Care Card, you will also want to have a few selections for them to fill out quickly:

	CUSTOMER INFORMATION CARD
<i>Enter My Drawing!</i>	
Name: _____	
Email: _____	
Phone: _____	
<i>I am interested in (check all that apply):</i>	
<input type="checkbox"/> Receive a newsletter to be informed of specials & product information	
<input type="checkbox"/> Booking a party with my friends to receive free & discounted products	
<input type="checkbox"/> Information on starting my own JE Business	



# MULTIPLE WAYS TO WORK YOUR BUSINESS

Have them check off which of these they are interested in. That way, when you follow up with them after the event, you will be able to touch on what they are most interested in.

If they are interested in the product, let them know of any specials or new products that we have introduced.

If they are interested in hosting a party, then work on booking a date with her for her and her friends.

If they are interested in the opportunity, be sure to provide her with information on the business and plan another call within 24 hours to follow up.

Even though you may get a lot of leads from a show or fair, it's important to follow up in a timely manner. It can feel tedious to go through this list and contact every person. However, after three days, peoples' excitement fades, so you want to make sure you are reconnecting with them within 1-3 days after the event.

Trade shows and vendor events can cost you a lot of time and money. But the benefits you reap of meeting hundreds or thousands of people at once to introduce to your business is an opportunity you can't pass up!

A successful vendor event requires a few key ingredients...

- A well thought out and attractive table
- Drawing slips and a prize
- Marketing materials
- A goal in mind (obtain sales, bookings or new team members)
- And enthusiasm

But there is one VITAL step that many direct sellers and vendors miss...

And that is FOLLOW-UP!

Communication that will be best for reaching your new leads.

Don't leave money on the table by not following up and building relationships with your customers!