



Annual Business Expo

SUCCESS TIPS

MINORITY BUSINESS ENTERPRISES (MBEs)

TODAY'S PREPARATIONS DETERMINE TOMORROW'S SUCCESS

Begin today by preparing yourself and your staff who will be attending the FSMSDC's Business Expo by reviewing the suggestions below.

1. Set goals: Specific, Measurable, Attainable, Relevant, Time Framed
2. Train your booth staff
3. Use your booth to sell not just promote
4. Offer show specials
5. Display your products
6. Take orders on site
7. Use bold graphics
8. Follow up in a timely manner on the leads generate by the Expo

FOUR STEPS TO STOPPING TRAFFIC

1. Find the hot buttons - find out what will motivate attendees
2. Push the hot button - you have to sell with the right message
3. Make the hot button message visible
 - a. Use large easy-to-read graphics
 - b. Use very few words
 - c. Place graphics high so they are visible from a distance
4. Make your message vocal. Staffers should use opening comments.

TIPS FOR DEVELOPING A PRODUCTIVE LEAD MANAGEMENT SYSTEM

1. Set a lead goal
2. Define what a qualified prospect is
3. Create a lead form
4. Educate booth staffers about your lead management system
5. Appoint a booth captain
6. Create a plan for post show follow-up
7. Develop a tracking system for leads

For more information, please visit www.fsmsdc.org or call 305-762-6151