PPAMS END-USER SHOW HELPFUL HINTS

We asked some of our end-user show veterans to give us some tips for other distributors based on their experience at past shows. Here's what we came up with:

1. Invite clients and prospects early and often.
2. Don't be afraid to invite anyone. Your competitor may forget to invite the prospect and it could become a new customer for you!
3. Send reminders – night before and morning of event.
4. Arrive early, walk the floor – scout out some vendors / items that you want to highlight to your clients based on upcoming projects.
5. Don't be afraid to let clients shop on their own…but make sure you recommend that they take notes (don't rely on vendor reps who might be too busy to scan badges and take notes) – plus you can't escort 2 people at once.
6. Trust our vendor reps – all of our long time reps have been in this situation many, many times and know they are at an end user show.
7. Be careful with samples --- know if vendors are going to order samples for free or for charge (even if just freight).
8. Follow up after the show.
9. It's a good thing to provide your customers with pen/paper/notebook (for notes) in case they forget to bring their own.
10. Emphasize to clients that they take good notes and get back to their distributor contact with questions, sample requests, etc. The vendors are well intentioned but I have found that it is best not to rely on their feedback; they are just too busy.
11. Set up a Mail Chimp email account (its free) and design a custom invitation to send to your customers. You can invite yourself as a client to get the correct link.

FOR MORE INFORMATION:

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