

# October 2014 | Exhibition Guru

## EXHIBITIPS October 2014

### It is as simple as the 'FOUR Ps'

At a recent show it was hammered home to me how an exhibitor's success can be largely determined by four things – and more importantly, how many exhibitors are completely unaware of them!

This particular show was very busy. The customer spend on the show floor was high and flowing well. Yet there were a (very small) number of exhibitors saying it wasn't as good as last year.

Now I acknowledge the mix of visitors at an event can influence buying patterns, but a stand-out, successful experience can be determined by 'Four Ps'.

In marketing circles they would normally say there are five or seven Ps, but from my perspective the following four Ps can make all the difference.

#### 1. Pre Promotion

Before the show, visitors need to know you're there and what you have on offer, such as new product, demonstrations or classes you may be doing and so on. This doesn't happen by osmosis – you need to be proactive. Use your customer database and also tap into whatever outlets the show organiser has available for you.

#### 2. Product

It's important to present something new or consider presenting a new way to use an existing product! I was talking to an exhibitor who came to this show seven years ago as a visitor before becoming an exhibitor. This person was acutely aware of a company that not only had the same products for the past seven years, but the same display of samples! Visitors aren't stupid and shouldn't be treated as though they were. In fact, they want to be inspired, tempted and challenged to do things differently, and your products can be the canvas to achieve that!

#### 3. Price

We live in a world where price checking has become easier than ever before. Potential customers simply go online. Whilst I don't believe you need to be the cheapest, you do need to work on providing value. By value I mean;

- tell the customer what your product does that the cheaper option doesn't do
- provide education and support that shows how to use it better
- guarantee the product

...and so on.

#### **4. People**

At this particular show, some people just looked so unapproachable! Visitors to any exhibition want to be entertained. They want it to be a fun experience, not a boring uninspiring one. Some people (as I have touched on before) are just not exhibition stand people. They look miserable and their stance and body language just sends the message that they're not really interested. At this same show, about five minutes before closing, I watched an exhibitor engage in light banter and have some fun with visitors who had travelled to stay overnight to be at the fair and they clearly connected with this exhibitor during this entertaining moment. The next morning this group of visitors came back to the stand, saying the last thing they spoke about before bed was the interaction they had at this stand, and over breakfast they had agreed they needed to return. Everyone in that group ended up spending hundreds of dollars with this exhibitor. Your people are a major connection point – don't underestimate what a personality-challenged staff member can do to your stand sales, brand and results!

Even if you just focus on these four elements, your results can dramatically change. So next time you're exhibiting at a show, use this simple checklist to ensure you maximise your results.

See you on the floor.