

MY TRADE SHOW GAME PLAN

1. Identify those Agencies you wish to do business with. Research, learn as much as you can about their mission/needs; their budget. Check out their websites. Exhibitors appreciate people who know who they are.
2. Preview the Exhibitor list and the floor plan before you begin. Map out where you want to start and who to see first. Allocate your available time to ensure you see everyone you want to see. Be flexible!
3. Be prepared to discuss Agency's mission/needs AND be prepared to talk about what you bring to the table: cost effectiveness, creativeness, skill sets.....in response to their needs. Remember the old adage, *"You have 2 ears and 1 mouth, use in same proportion."*
4. Understand the minimum requirements necessary to do business with an Exhibitor, including certification requirements, if any.
5. Don't be stingy with your business cards. These Exhibitors, too, have bosses who want to see that they've been working and not just enjoying the Riverwalk.
6. Do not overload the Exhibitor with brochures or catalogs. Stick to specific information and keep it all on one sheet. Use front and back, if necessary. Remember, most aren't lucky enough to live in SA! They have limitations on what they can carry.
7. Fill out your Scouting Report immediately (or as soon as possible) after meeting Exhibitor(s).
8. Follow-up! Follow-up! Follow-up!
9. Persevere!

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SCOUTING REPORT

NAME OF AGENCY

EXHIBITOR NAME

POINT OF CONTACT NAME

POSITION OF POC

CONTACT E-MAIL, TELEPHONE

How does my product/service contribute to this Agency's mission?

Is this Agency's use of my product/service strategically important?

How is my product/service's role likely to change over the next 3 to 5 years?

Based on this meeting, is this Agency interested in what we have to offer?

Based on this meeting, what did they see as the strengths of my product/service?

"""" what did they see as the weaknesses of my product/service?

What areas has Agency identified as needing improvement; how urgent is this?

Are their needs unique or are there standard solutions that we currently have / can use to solve them?

Who does Agency currently use for my product/service work?

What is Agency's current budget for my product/service _____ and how is it likely to change during the next 3 to 5 years?

If relevant, how would the meeting participants prioritize our:

- o Technical expertise
- o Existing relationship with Agency
- o Size
- o Geographical/country experience
- o Past experience with exactly this type of project
- o Willingness or need to use a small or disadvantaged firm
- o Schedule, or preferred buying vehicle

What follow up meeting should we have with this Agency and what is the purpose of this meeting?

For sales purposes, is this an Agency to:

- o Refer to sales because there's an immediate opportunity
- o Learn more about to better understand their needs
- o Develop a deeper relationship because there may / will be future work
- o Track because they may have something in the future
- o Ignore—my product/service really does not impact their mission

Contributor: Michele Bussone of Alpha Quadrant, Inc.