

ROD OSTHUS TEACHES

Making Every Trade Show a Huge Success

LIVE STREAM



98% of the time, companies waste their time and money at trade shows.

Only 2% are so successful that they don't have to prospect for new customers through the rest of the year. It's all about deciding which shows to attend, putting together a plan for each show, and executing the plan.

Check the various kinds of trade shows you have worked:

- | | | |
|--|---|---|
| <input type="checkbox"/> Indoor Shows | <input type="checkbox"/> County Fairs | <input type="checkbox"/> High School Symposiums |
| <input type="checkbox"/> Outdoor Shows | <input type="checkbox"/> Mall Exhibitions | <input type="checkbox"/> Open Houses |
| <input type="checkbox"/> State Fairs | <input type="checkbox"/> Farm Shows | <input type="checkbox"/> City Celebrations |

What parameters did you use to make the decision?

- | | |
|--|--|
| <input type="checkbox"/> It was a new show | <input type="checkbox"/> Competitors will be there |
| <input type="checkbox"/> If we don't go, we will be missed | <input type="checkbox"/> Need sales |

Rate the overall success of your trade show strategy in the shows above

(1 Worst, 10 Best)

1 2 3 4 5 6 7 8 9 10

If a show was successful, was it because of:

- ☐ Your show plans
- ☐ The number of attendees

Introduction

Trade Shows Must Be Part of Your Marketing Plan



Trade shows can be either the most cost-effective way to increase sales or the least cost-effective way to increase sales. You must have a plan to have a successful show.

The Plan Must Include:

1. Setting and pursuing three goals when attending all trade shows

- _____
- Getting _____ to get new sales
- Connecting with _____

In this session, we're going to focus primarily on the goal of _____.

2. Choose the right show and ask yourself these questions.

- _____
- _____
- _____

3. Create a budget for the show

- Budget for a booth that is _____
- Budget for _____ you normally send to a show
- Budget for the setup materials that venues require you to rent for your booth
- Double your _____ budget

4. Design your booth for making _____, not for registrations

- Keep the entire booth front _____
- Space individual, small, round, bar-high cocktail tables at the back of the booth
- When available, create a _____ behind your booth for private conversations

5. Choose your best staff members to work the show

- Train each staff member individually
- Show the entire team how to work together _____
- Choose staff members who _____ and will show up with good attitudes

6. Promote each show in advance
 - Let current customers know you will be there and where to find your booth
 - Tell current customers you have _____ when they come to your booth
 - Tell prospects why they should come to your booth
7. Promote your presence with messages that address every grower's pain point
 - Questions: Why aren't your yields increasing faster?
 - Messages: How to increase yields by 30-50% in just 1-2 years
 - Invite them to pick up your publication 3 Steps to Increasing Yields 25% in One Year
8. Develop your booth story designed to...
 - _____
 - Get the ones you want to _____
 - Tell you _____ during the booth visit
 - _____
9. Set goals for the show
 - Number of appointments per rep, per day of the show
 - Number of appointments per rep for the show
 - Total appointments by all reps for the show
10. Role-play practice
 - Set up the booth for practice
 - Involve every booth worker in the role-play – no exceptions
11. Practice the story
 - Sorting attendees – 4 questions
 - Getting the ones you want to come into your booth
 - Your booth story
 - Asking for an appointment

How to Sort Prospects and Bring Them into Your Booth

You: Hi there, first time at the show?

Prospect: No, I've been here before.

You: Where are you from?

Prospect: Renville County. (Tells me he lives in my territory)

You: Farming sure has changed, hasn't it.

Prospect: Yes, it sure has.

You: What do you raise?

Prospect: Corn and soybeans mostly. (Tells me he is a prospect because he farms. If he would have said, I don't farm, tell him to enjoy the show)

(Walk out to greet the prospect and introduce yourself.)

You: Hi, I'm Rod, Rod Osthus. I'm a High Yield Specialist. You are?

Prospect: John Smith.

You: It's nice to meet you, John, come on in. I have something you're going to find very interesting.

*(On your way into the booth, your goal is **3 Yeses**)*

You: You said you raise corn?

Prospect: Yes

You: It's a fun crop to raise, isn't it.

Prospect: Yes, it is, actually.

You: It really responds to management, doesn't it.

Prospect: Yes, it does most of the time, depending upon the weather.

You: Weather can be a huge factor, can't it.

Prospect: Yes, it sure can.

You're in the Booth With a Prospect

You: Most farmers think weather is the #1 factor to producing high yields, but it actually isn't.

Prospect: Really? You're going to tell me it's the variety.

You: It's not the variety either. That's why I'm not going to try to sell you anything. We don't even know if we're a fit for your operation yet. Raising top yields is about taking control of your yields. Would you mind telling me where you would like to take your yields next year?

Prospect: Oh gosh, I don't know, up 20 bushels maybe.

You: Do you have a plan on how to do that?

Prospect: No, not really.

You: I have a plan that helps top growers take their corn and soybean yields to levels they never thought possible. It's called a High Yield Plan, but growers need to change how they think about raising yields, and it doesn't involve spending a lot more money.

Prospect: Really?

You: Here are the **Top 5 Factors to Produce a Top Crop**. You'll notice that weather is not on the list. The first one is soil conditions at planting because most farmers violate that one every year. Without the best possible soil conditions, you can't maximize your bushels per 1,000 plants. Have you ever heard of that concept?

Prospect: No, I haven't.

You: We don't use plant populations or row spacing to increase yields anymore — we use bushels per 1,000 plants.

Prospect: Really?

You: Let me show you how it works. (Show him examples of yields at 8 bushels per 1,000, then ask him...) Do you know how many bushels per 1,000 you're harvesting?

Prospect: I have no idea.

You: Well, I can tell you right now, without even seeing your fields, if you wouldn't mind telling me two things — what population are you planting, and what's been your average corn yield over the past 3 years?

Prospect: I plant 34,000 and average about 220 bushels per acre.

You: You are at 6.4 bu/1,000. That means about 25% of the plants in your field are the runt pigs I told you about when I explained the bushels per 1,000 concept. That also means you're leaving about 50 bushels of corn in the field every year. You need to be at 8 bushels per 1,000 which would raise your average yield to 272.

Prospect: Are you kidding me?

You: John, I don't know if we're a fit. But the first thing we need to do to find out is to look at your fields. Why don't I come to your farm, you can jump in my pickup, and we can look at some of your fields, talk about those Top 5 Factors, and how we help farmers raise their corn yields to a whole new level. Then we can go into town for lunch. John, I've got Tuesday morning at 8:00am open or Wednesday morning at 8:00am. Which one would work best for you?

Prospect: Let's do it Tuesday at 8:00am.

You: Ok, great. While I'm there, we can also talk about goals for your soybean fields if you want. What's your e-mail address? I'll send you an appointment confirmation later today.

Prospect: It's john@beaverdalefarms.com

You: What's your cell phone number?

Prospect: It's 320.523.5249.

You: John, here's my card with my contact information. I will write our appointment time on the back of this Top 5 Factors card.

Prospect: Ok, thank you.

You: Thanks for stopping by today, John. It was nice meeting you, and I will see you Tuesday morning at 8:00.

Prospect: Ok, great.

John will receive a 2-minute video, thanking him for visiting your booth and reminding him of the upcoming appointment.

12. Follow up immediately after the show

- A 2-minute video thank you to everyone invited into the booth
- A 2-minute video confirmation of every appointment
- Conduct every appointment as scheduled

You must have a plan for every show to make it successful.

Set and pursue 3 goals for every show

- Brand awareness
- Getting as many appointments as possible
- Connecting with current customers

To get as many appointments as possible...

- Sort every person coming by your booth
- Identify farmer prospects, leave your booth to introduce yourself and invite them into your booth
- Conduct as many one-on-one conversations as possible during the show
- Have a well-practiced booth story to get as many appointments with prospects and current customers as you can during the show

Setting a Trade Show Goal

Basic Show Information:

Projected no. of show attendees _____

Length of the show (hours per day ____ X no. days ____)

No. of prospects passing the booth per day of the show _____

No. of show workers _____

Attendees contacted during the show @ 10% rate _____

25% of contacts give appointments _____

Revenue Goals for the Show:

Total number of new buyers for the show (70%) _____

Average dollars sold to each new buyer 60 units @\$250 \$ _____

Total revenue dollars for the show \$ _____

Total contacts per worker per hour (contacts ÷ show hours ÷ 6) _____

Average new buyers per worker for the show (buyers ÷ 6) _____

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LIVE STREAM

**"We don't rise to the level of our expectations,
we fall to the level of our training."**

-ARCHILOCHUS

