

Efficient and Cost-effective Use of Sales Literature

Availability of sales literature may not be appropriate in your trade show booth.

Your regular assortment of literature, when made readily available in your booth, discourages one-on-one talks with your sales staff. A large portion of your expensive collaterals wind up being discarded outside the show hall or in hotel rooms.

Have a modest supply of your regular expensive literature hidden but accessible so that it can be used only after an initial pre-qualifying discussion has begun. It should be used to summarize or reinforce the presentation of the benefits of your product or service.

Design and produce special literature or flyers that will lure people into seeking additional information.

- ★ New Product Introductions
- ★ Product Line Summary
- ★ Targeted Market Application
- ★ Special Show Promotions
- ★ Special Incentive Programs
- ★ Tie-ins with the Show Theme

Provide contact information; that is, provide your address and telephone number and also indicate locations of retailers, dealers and distributors who can be contacted for further information.

Consider including a detachable self-addressed reply mail card.

Sales literature does not sell a product at a trade show; people do.

After the show, the prospect will remember the sales presentation he received and only refer to the literature to reinforce the advantages he had recognized during the one-on-one presentation. If used effectively, literature can help your sales staff identify the potential buyer's principal areas of interest.

Use of alternatives, such as videos, is more effective in reinforcing a message.

Consider using videos in your display booth to build visibility and initial interest.

Then, have a quantity available for giveaways to special pre-qualified prospects. The video is an effective selling tool which reinforces the features and benefits described in your sales presentation and in your literature.

Many exhibitors have capitalized on the popularity of VCRs, video cassettes and audio cassettes, using these techniques to draw traffic to their booths and providing a transportable message.