

Developing and Adhering to an Effective Time Schedule (Cont.)

At the exposition, before opening

- Familiarize the staff with the booth and hold rehearsals.

During the show

- Conduct daily critique meetings and analyze application of strategies to measure results against goals, process paperwork and adjust sales activities.
- Reserve space for the next show.

After the exposition

- Distribute sales leads. Retain copies and monitor progress of follow-through according to the original marketing plan. The sales manager is in charge, but you are responsible for the original decision to exhibit.