

ENERGY

ELECTRICAL EQUIPMENT & MACHINE BUILDING



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ELECTRICAL EQUIPMENT



ENERGY SAVING



... the only tool that leads potential customers, interested in your product, directly to you for live face to face communication. This is the only tool that affects all five senses of the person, giving you the opportunity to demonstrate the product, answer questions, remove objections, and - most importantly - build relationships with your customers and potential clients.

Exhibitions - an incredibly multi-purpose tool

Setting of concrete, measurable goals is one of the most important stages of preparation for each exhibition

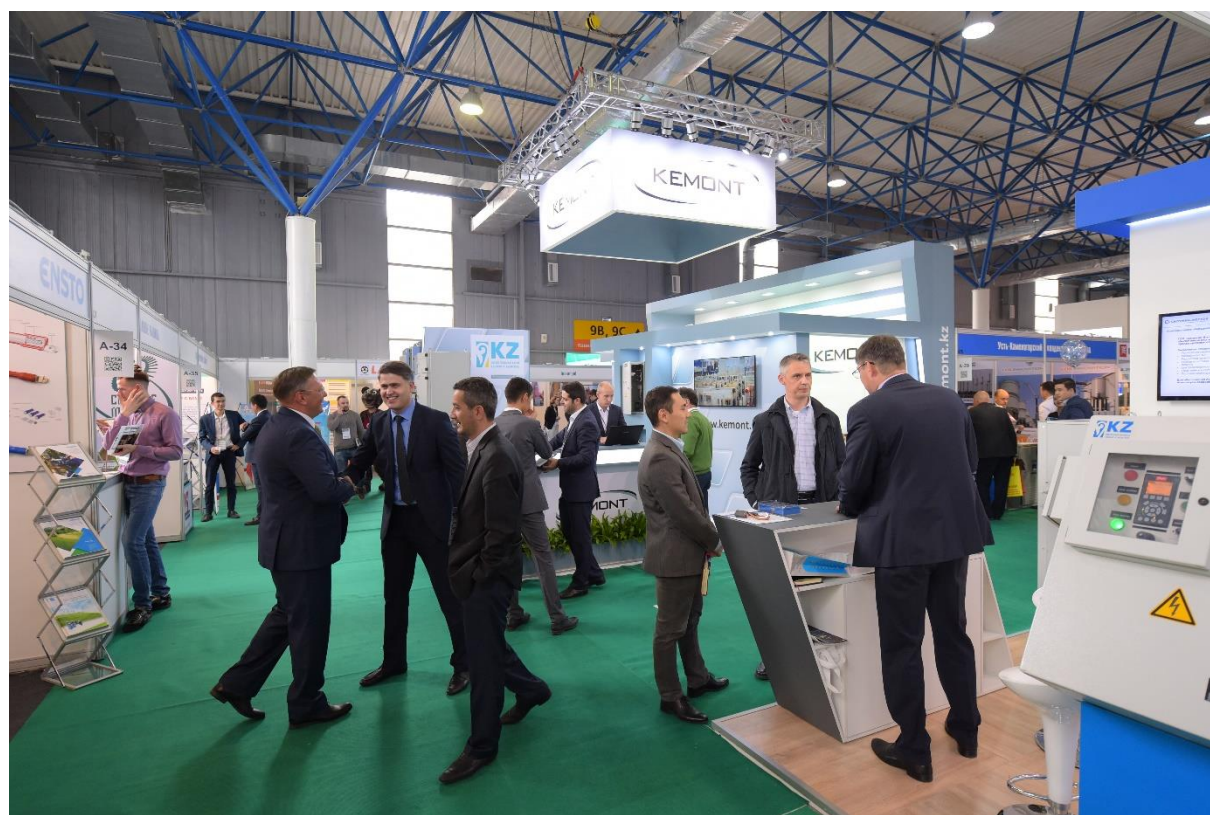
Think about plan of action - it will bring you good dividends

Set specific goals

For example, to attract 100 new customers? To introduce a new product to consumers, potential customers and the media? Or find three new dealers? You need to concentrate on the most important tasks for you.

Think about details of the stand, considering your goals

Location of your stand, its design and the work it includes, should reflect the goal that you want to achieve. The number and specialization of the stand personnel should also be determined by the goals set.



The study of American Center for Exhibition Industry Research (CEIR) showed that 83% of companies, most successful (in terms of finding new customers) participating in exhibitions, did not hesitate to make mailing to their existing and potential customers before the exhibition.

The simplest and most obvious tactic, surprisingly, is used least often: tell the world what you are going to do!

Make mailing according to your own databases

It is naturally and reasonably - to tell people what you will do at the exhibition and why they should spend their time to visit your stand.

The first rule of the exhibition is
"The stand is made by people on it"

Use the power of the Internet

All exhibitions have their own websites for promotion of the event and registration of visitors.

Train your exhibition staff

Sales at the exhibition differ from sales during face-to-face negotiations. The staff of your stand should understand the purpose of participation in the exhibition and its own role in achieving them.

Do not forget about sponsorship opportunities

Sponsorship is an extremely profitable way to stand out among competitors at the exhibition.

Electronic newsletters

more than 6000 contacts of specialists

Cross-promo

Newsletters on
electronic base
of Uzbekistan

SMS-notifications

Alerts and
reminders about
the forthcoming
exhibition

Postal VIP-mailing

Invitation of
specialized
specialists

Telemarketing

Call for invitation
to the exhibition
and conference

Invitation of heads of branch
associations, unions,
alliances. Almaty and Astana

Search advertising

Google Яндекс SMM @mail.ru



LinkedIn

Buyer program

VIP delegation
from Kyrgyzstan

**Outdoor
advertising**
billboards,
LED Displays



Personal contact at the exhibition allows you to better understand the client, answer his questions, get contact information for feedback.



A visual representation of the product allows customers to personally evaluate it, try it in action, get an accurate idea of it.



A unique target audience. Exhibitions allow you to be in the same space with the best representatives of the industry, in the focus of attention of customers, partners, government representatives, the media.



The effect of "neutral territory". Exhibitions are characterized by a special atmosphere of psychological comfort, which favors the establishment of contacts.

Multisensory impact on the target audience. Thanks to involvement of all five senses of a person - sight, hearing, touch, smell, taste - exhibitions make it possible affect profoundly on customers.

Multifunctionality. Participation in the exhibition provides an opportunity to simultaneously solve a variety of business problems - selling, production, marketing, advertising, image, communication

**John Blaskey,**

the trainer of Pinewood Consulting company, who trains exhibitors, believes that the goal of most exhibitions is signing of contracts. Here is his system.

1. Attract

Attract the person to your stand. Use color, movement, sound, large labels and messages about the benefits.

2. Reject

Politely "filter out" people you do not need. Ask a few clarifying questions ("do you purchase electric lamps for your company?") And if the person is not a potential customer, continue ("Then I will not detain you." Success at the exhibition!")

3. Explain

Go directly to the benefits. Make a short demonstration of the product: tell about the best qualities of the products / goods/ services offered by you and ... stop.

4. Appointment

As soon as the visitor has agreed to a business meeting, invite a colleague who can solve all organizational issues (so as not to waste time as a sales specialist). If you could not agree on a meeting, take contact details for communication after the exhibition.



Every day, hold a briefing with the staff of the stand

A well-trained stand team is stronger than any other factors, will be able to distinguish your company from other stands and influence on your market.

Spend optimal amount of time to communicate with a visitor

The key task is to identify the person you need and give him optimal amount of time: - not too much (not to miss other customers) and not too little (you need to interest this customer or make a deal).



Continually show openness and interest to the visitor

Divide the total cost of your participation in the exhibition by the number of minutes of its work. And then remind yourself and your staff how much one minute is worth. Smiles, eye contact, open questions ... everyone knows this, but few people apply it in practice!



Focus on your primary target audience

There is a possibility that not all visitors of the exhibition will be your key potential customers. Determine who your target audience is at the exhibition, and ask the staff of the stand to focus their attention on it.

Classify all received contacts

Use the system of classification of potential customers, so that first attention was paid to the most promising of them.

Do not sum up the final results by the number of new customers right after the exhibition!

For participation at the exhibition
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Hold a final meeting with your "exhibition team"

Give an objective assessment of what was done and what not. Observations of your employees are a very valuable asset, especially while their impressions are still fresh.

Measure outcomes

Evaluate success in accordance with set goals. Think about what could be done better.

Track potential customers, information about which you received at the exhibition

Track appearance of potential customers from the exhibition in three, six and even nine months after its end. Only then you will be able to determine the real effectiveness of the exhibition for your company.