



# *Set UP for Success...*

At a Trade  
Show, Festival  
or Convention!





## ***REASONS to Participate:***

- TO OBTAIN LEADS – connect with people
  - This is a prospecting avenue, not an immediate sales avenue
  - However, good follow up often results in appointments and sometimes team members

# Before Committing ...



## ○ Ask KEY QUESTIONS:

- History of Show – how long has it been occurring?
- What has been the average attendance?
- What has been done to promote the event?
- How many 'vendors' are expected?
- Expecting or permitting any other skin care/cosmetic companies?
- Fee for participating?
- What is provided – i.e. table size, etc...
- What booth location would you have?

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# Business

- **Prospecting main reason**
- **Sales - may take orders but not complete transaction in the booth**
- **B to B** – Meet other vendors – this can be a wealth because they are already entrepreneurial and may be looking for a change
- **Training New Team Members** – how to interact with people, questioning and prequalifying skills, closing skills...



## TWO IMPORTANT RULES!

- Identify who already has a consultant – very important – don't skimp on this.
- Classy touch: send their info to their consultant – express our Golden Rule business philosophy to the customer – remember – WE ARE ALWAYS REPRESENTING MARY KAY COSMETICS!
- Do not take \$ or pass product (sold product – samples ok) out from the booth

# Venues

- Conventions
- Festivals
- Sporting Events
- Fairs



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# Protocol

- Set Up should be enticing – not cluttered
  - BRIEF registration slips, pens, little clipboards
    - In a beautiful crystal bowl or attractive container – if see through, put a couple in at the start
  - Have carefully selected groupings of product displays - minimal is more focused and appealing
  - Have some variance in height of display items
- Look Professional – look good You are representing the #1 SELLING BRAND!
- No Eating, Drinking or Sitting
- Stand out from behind table – that is a ‘barrier’ to connection
- Offer sample to engage & give in exchange for entering the drawing (registration slips, pens, little clipboards ready)
- Invite to Enter Drawing **\*\*very important to obtain contact information \*\*\***

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# *Team Plan & Dynamics*

- Preparation is key
  1. Practice example dialogues
  2. Good questions to quickly prequalify people
  3. Method for closing
  4. Tours of 'duty' – breaks if working with a team or partner
  5. Split/share the registration slips
  6. Follow Up – use a script to call each person entered within 24 hours



- Pre-Event Team Briefing
- Set Goals
- Post Event Briefing and Review
- Calculate Results
- Follow –up Plan



Comfort &  
Change

Career Dress,  
Name Badge

Professional  
Name Tag

Captain for  
each Shift

Overall  
Person in  
Charge

Attractive  
Display – not  
cluttered!

Pre-Event  
Instructions  
including  
Parking

Follow-  
Up Plan

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My friend Ellen posing for the pic - thanks, Ellen! When she works she moves from behind the table to greet people.

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***Smile,  
Give Energy and  
Engage! You are  
AWESOME!***



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