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## ***Explode Expo Results Talking E-Book***

Deb Bixler is a nationally recognized speaker and trainer for direct sales, network marketing and healthy living. She is an exciting speaker, and is an expert in generating income in home based businesses, specifically home party plan sales. A 30 year food and hospitality service veteran, Deb built her direct sales business to a consistent four-digit monthly income in only 7 months. She earned the prestigious President's club award which honors only the top 20 consultants in the country, in her field, 5 years in a row. Deb teaches a system of show planning and presentation that will generate an explosion of cash flow in your sales team's businesses.

When you click this link, you will connect to the POWER Hour seminar on how to ***Explode Expo Results***. This is an web hosted recording, you are not required to download it. Turn up your speakers, and click on this link:

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## FAIR PREPARATION

1. **SET-UP:** A booth with a professional appearance is imperative. Invest in a set of linen and skirting so that you look professional. When at a fair or expo the guests are receiving visual overload. It is important to have a pleasing booth which is not too busy. Simple yet tasteful is always better. The goal is for them to want more. Do not try to display your entire catalog! Keep the set-up event appropriate by considering the event's colors, theme and mission. Adjust your display to compliment the event. Also, consider any seasonal appropriate décor, such as Fall leaves, or holiday décor.

**Do:** Use multiple levels, display products, leave space for filling out drawing slips at table level, have flowers, theme props, large sign with your company name on back drop, set up to stand in front of your table, hide all unneeded items, avoid clutter, have an easel behind table.

**Don't:** Have a chair in booth, leave purses or other unnecessary items around, have product boxes in front of table, have more than 2 people at time in booth

2. **OVERVIEW:** The attendees are **guests** and we are at work. Our purpose at an expo is to find new business, either potential hosts or potential consultants. We are not there to sell, to close deals or to sell products. We are looking for good leads! Do not come to the fair expecting to schedule a lot of shows on the spot. It may happen, so be prepared to do so. Scheduling shows, signing consultations and selling product takes time. When engaging in closing deals, you may be letting the best lead walk past. Plan to close the deal in the follow-up. Do not spend too much time with one guest, as a good lead will walk right by. **Follow up** is essential. If you do not follow up within 48 hours, then you are wasting your time. At the show we are qualifying the guests so that follow up may be prioritized. Don't let anyone walk away without your name and phone number in some form.

3. When **AT THE BOOTH** we are at work.

**Dress** appropriately for the event and for our business. Wear comfortable shoes! Pockets will be helpful.

**Don'ts:** Never eat or drink in the booth. When on duty; do not sit, eat, talk, cross your arms, put your hands in pockets, lean, read the paper, take excessive notes or wander off. Do not have more than 2 people at time in booth, unless it is excessively busy.

**Do:** Move around in our space, and when ever possible break the barrier. This means to stand on the outside of the imaginary line that separates us from the guest. Leave the booth to eat and drink. Smile!! Smile Big!! Greet people before they get to your table.

4. **YOUR JOB is to QUALIFY** the guest as they walk by, which means that **you must**

**ENGAGE** them before they pass. Be prepared with a statement or question which you are comfortable saying that will stop them, such as "Have you ever been to a XXXX show?"; or Are you familiar with XXXXX? When they stop you are going to **QUALIFY** them. Do they have an interest in what you are offering? With a series of 2-3 questions it is your job to determine if they are interested in learning more. Basically you want to sweep them away if they have no interest." Here is my card (or an old catalog)... Call me if you need anything...have a nice day!" If they seem to have an interest in learning more about your company or services, then you **INVITE** them to come into the booth to learn more, and to enter the prize drawing. Do not offer the prize drawing as a form of engagement!!

**Get the DETAILS** are the information which you get after they have been qualified and have chosen to enter our booth to learn more information. Once they come in, you give them the prize drawing slip and continue to converse with them. It is a good idea to have some pre-thought questions at this time as well. Take the prize drawing slip from them and after they leave make *quick* notes on it. This info will be ice breaker info for the follow up call. i.e.. 3 kids, loves a specific product, has these items, wants this service you have, is a teacher, etc. Record any tidbit of info which you can use to establish rapport when you call back. Then you will sweep them away, here is a catalog, I will call you when you have won the drawing!!

5. **CODE each lead IMMEDIATELY:** G=green, definitely call, this is a hot lead. Y=yellow, not a great lead, but call after you call all the greens. R=red, don't waste your time unless really desperate! Usually you would throw red leads away. Tonight or tomorrow when you are looking at the slips, you will be able to quickly separate them into priority calls. Be sure to take notes! And also, do not take too much time making notes, because your best lead may be walking by!!
6. **FOLLOW-UP** within 48 hours. Consider offering a second prize of a gift certificate for free XXXX at the show. If you leave a message that they won something, they will surely call you back. When you speak with them, be prepared with your rapport building information to establish a bond before offering the opportunity to schedule a show or joining the team.
7. **What to bring:** business cards, old catalogs, and current catalogs, (You should give out a lot of old catalogs, and only the current ones to "green" leads). Information for potential consultants, prize drawing slips stamped with your name, stickers to put on the old catalogs that are in the booth already, your calendar, pen, host packets, (personally I mail them, after a confirmation phone call), opportunity information. Anything else you want to give away.

Most important is your **TERRIFIC ATTITUDE** and **SMILE!**

## Sample Check List Form for Expo/Fair Events:

Date: Times: S/U

Contact Name: Number:

Location:  
Site Address: Site Phone:

Deposit: Paid in Full: Rc'd Rct:

Booth Size: Color Drape: Include:

Table Size: Number: Skirted:

Donation:

Consultant Cost: # Consultants required:

Directors involved:

Request for reimbursement sent: received: