



## More sales with fairs

Optimize your fair success with:  
Customer appointments, employee  
training and evaluation of the trade  
fair appearance

# Successful fair appearance: We deliver either raw material to you or the whole package!

## Starting Position

- Fairs are often a **unique opportunity** to generate new contacts.
- Almost all companies book the most important fairs of their industry as exhibitors which can cost a lot of money. It is often difficult to estimate whether that money is well spent.
- In order to actually **gain new contacts** with the fair appearance or to **strengthen customer relations** and the fair team gets the most out of the actual fair situation, profitable measures are necessary

## Our Solution

Plan your fair success!

According to your needs we can provide you with...

- Customer appointments at the fair
- Sales training for your employees for successful customer discussions at the fair
- Evaluation of your fair success based on feedback, image and satisfaction analysis with a geographic analysis and visualization

## Successful fair appearance

A fair is often a unique opportunity to generate new contacts. The maximum potential of your fair appearance should be fully exploited

### 1 Fair appointments

Fairs are the ideal start to an acquisition machine. Customer appointments are one of the most important factors in getting into a conversation. This process of generating new contacts must be controlled

### 2 Staff training

To ensure that customer meetings are conducted efficiently and visitors are been supervised professionally, it requires a well-trained staff team

### 3 Measure fair success

Fairs do cost money, whether they are successful must be measured by intelligent market research.

# The Strategy for a successful fair appearance

## Fair appointments

1

- Growth through new partners is tedious but necessary – fairs are the ideal start to an acquisition machine and often a unique opportunity to generate new contacts.
- The process of generating new contacts must be meaningfully controlled: this includes an updated and personalized database of valuable contacts and information about company size, partners and an invitation to talk at the fair.

## Fair staff training

2

- In order for the acquisition machine to have low wastage, a trained fair team is necessary
- Employee trainings are necessary, because a fair is a different situation, where employees take on a different role and thus behave differently
- With a training focused on the fair appearance and fair discussions, every fair will be a success

## Measuring fair success

3

- Success can be measures: with the evaluation of customer appointments, evaluation of the sales engine, image analysis and customer satisfaction measurement
- Image analysis ex-post provide valuable information on the number of visitors at the fair, which brands have attracted attention and the motives of the visitors
- With a customer satisfaction measurement the own fair appearance is measured and compared to the competition
- The results are visualized in the form of geomaps and analyzed geographically

# Good Fairs Need Preparation

## Fair appointments

1

- **Start:**  
2 – 8 months before the beginning of the fair
- **Goal:**  
Appointments with your potential customers.
- **Method:**  
InterConnection creates a Database for you and brings the most important leads to your booth.

## Fair staff training

2

- **Start:**  
1 – 2 months before the beginning of the fair
- **Goal:**  
More Turnover based on your empathic staff
- **Method:**  
Two days of Training

## Measuring fair success

3

- **Start:**  
1 month before the beginning of the fair
- **Goal:**  
Analysis of success potentials and controlling
- **Method:**  
Evaluation of fair successes and visitor requests

# Three pillars to double your fair success



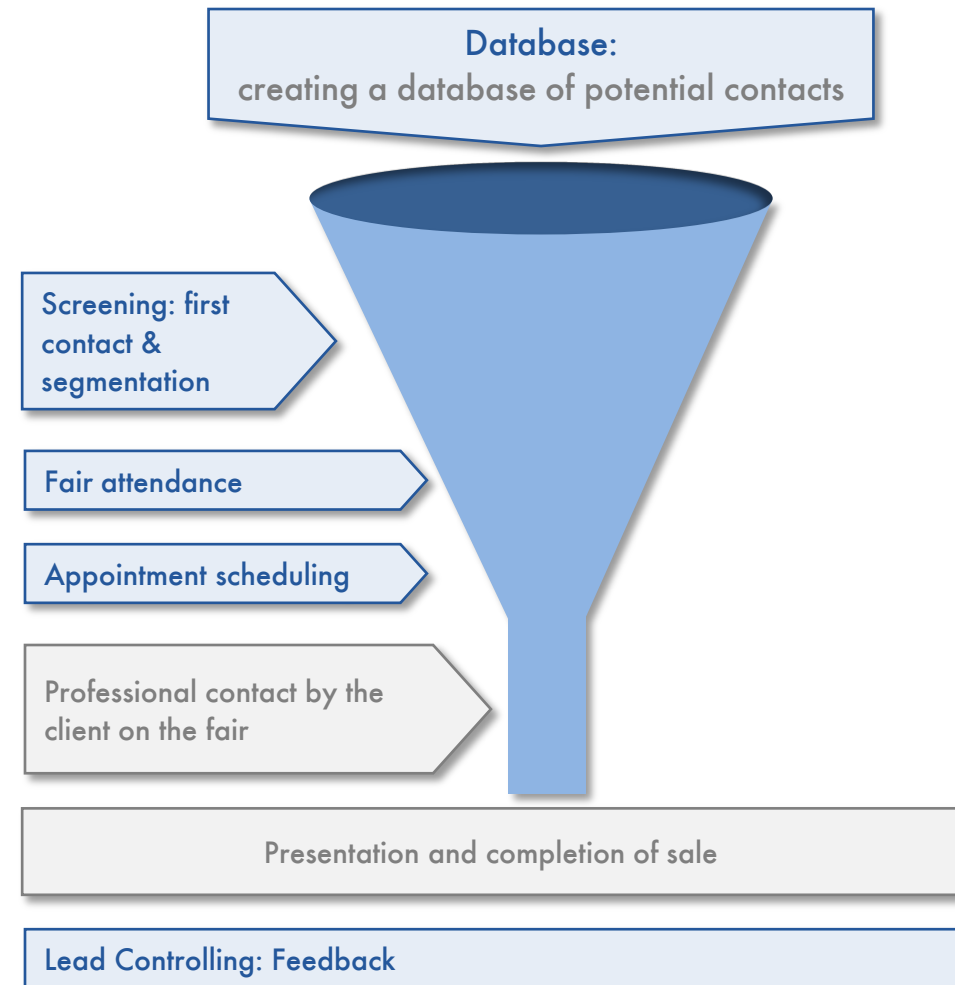
# Fair appointments for your successful fair attendance



Appointment  
scheduling before the  
fair

Make valuable  
contacts

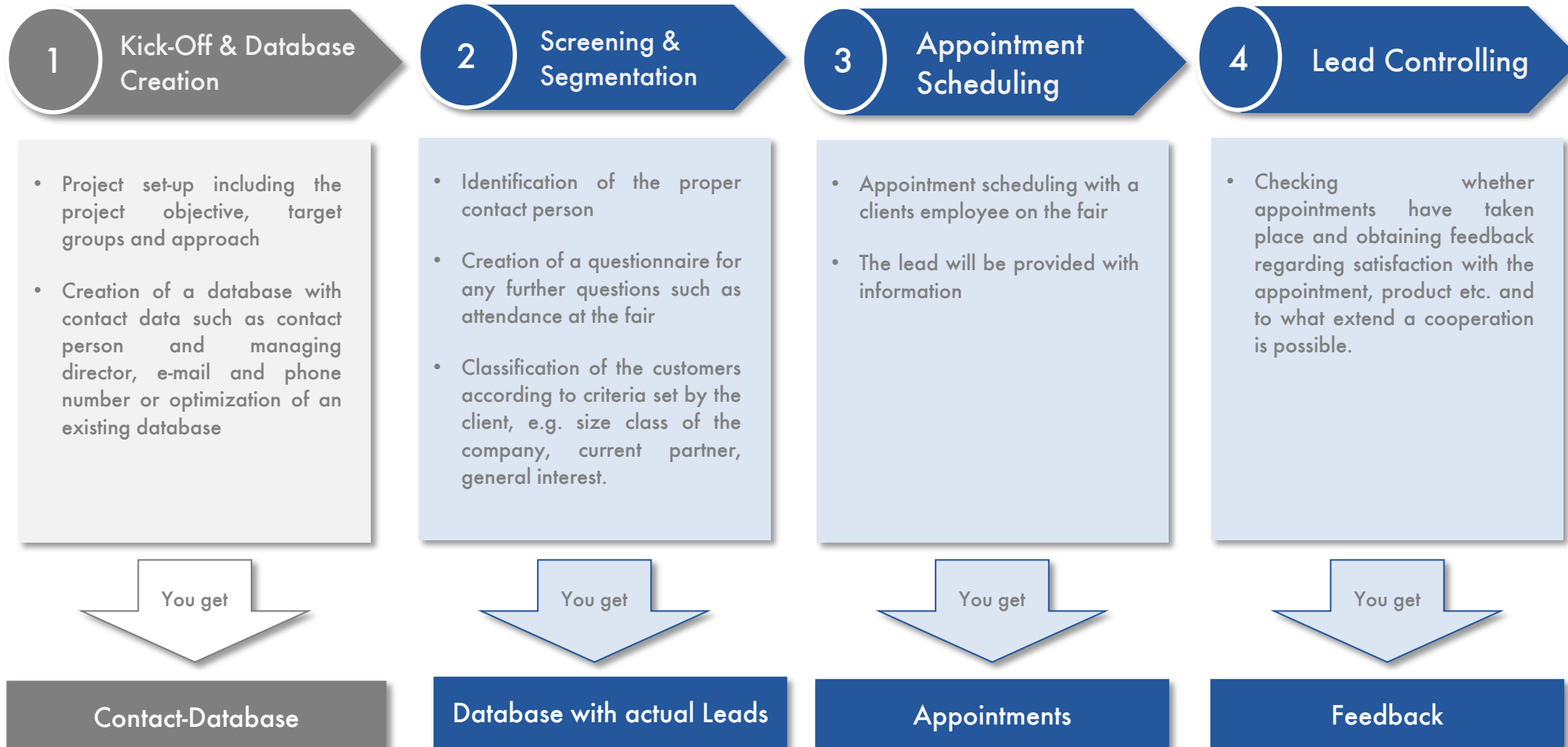
# We fill your fair booth with the right visitors





# Fair Appointments: 4 Steps – Modularly Available

1. Project overview



# Fair Appointments: What you get...

1

## Database Creation

Contact Database in MS-Excel with basic data: *Contact Person, Address, Telephone Number / E-Mail*

	A	B	C	D	E	F	G	H
1	COMPANY	COUNTRY	CONTACT	TELEPHONE	E-MAIL	STREET	PLACE	WEBSITE
2	Potential Customer 1	NED	Mr. Bart Simpson	+31 123 456	simpson@office.com	Kelvinstraat 16	Weert	www.customer1.nl
3	Potential Customer 2	GER	Ms. Elizabeth Hoover	+49 021 222	hoover@office.de	Max - Planck - Str. 15 a-c	Erkrath	www.customer2.de
4	Potential Customer 3	UK	Mr. Kent Brockman	+44 789 101	brockman@office.com	179 Sneyd Lane, Essington	Wolverhampton	www.customer3.com
5	Potential Customer 4	UK	Ms. Maude Flanders	+44 112 131	flanders@office.com	28 Northumberland Square	Tyne & Wear	www.customer4.com
6	Potential Customer 5	UK	Mr. Jimbo Jones	+44 627 282	jones@office.com	Belgreen House, 4 Fountain Street	Macclesfield	www.customer5.com
7	Potential Customer 6	UK	Mr. Barney Gumble	+44 415 161	gumble@office.com	13 voie la Cardon	London	www.customer6.com
8	Potential Customer 7	UK	Ms. Edna Krabappel	+44 718 192	krabappel@office.com	Silver St. Minety	Malmesbury	www.customer7.com
9	Potential Customer 8	GER	Mr. Julius Hibbert	+49 324 252	hibbert@office.de	13 voie la Cardon	Köln	www.customer8.de

2

## Potential-Database

The database includes the segmentation criteria such as:  
**Company size, attendance at the fair, current partners etc.**

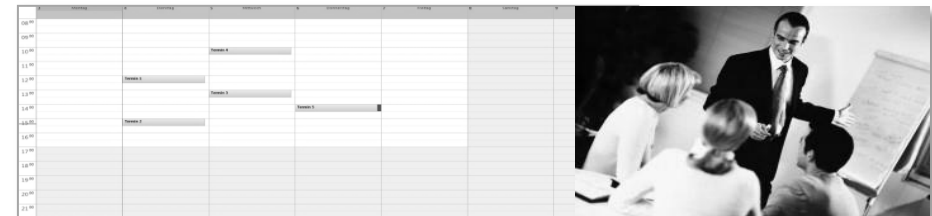
During the field phase you will receive weekly reports from us concerning the status of the survey, so that you are constantly up-to-date on the success of the survey.

Karteikarte - Test für Lead Generation Angebote.adr				03.02.2014 15:09 Seite 1
Engel	ENGEL AUSTRIA GmbH Zentrale Group Marketing Director Herr Mustermann Ludwig-Engel-Straße 1 4311 SCHWERTBERG ÖSTERREICH	Telefon Durchwahl TeleFax Firma Mobiltelefon EMail Adresse 2 Internet Adresse	+437262-620-000 +43(0) 50 6201 3800 +43(0) 50 6207 3800 mustermann@engel.at www.engelglobal.com	
Leistungen	Spritzguss Spritzgießwerkzeug Beschutungen	J N N		
Infotext 1	21.09.2010 Interview Spritzgießmaschinen durchgeführt. Haben Interesse Kapazitäten aus dem Bereich Spritzgieß zuzukaufen wenn die Bedingungen stimmen. Termin mit Vertriebspersonal gewünscht - Terminvorschlag: 15. Februar 10:00 Uhr			

3

## Customer Appointments

You will obtain scheduled appointments, according to predetermined timeframes, directly in your Outlook or through Doodle.



# Investment Costs for your fair appointments

## 1 Kick-Off

- Kick-Off & project set-up  
€ 500,- for step 1 & 2,  
€ 990,- for step 1 - 3/4
- Cost per Database: € 3,90

Calculation  
example

A current database

*Database with 400 contacts*

## 2 Power Database

- Additional costs per interview: € 7-15 depending on the length of the questionnaire
- 5 documented call attempts / no interest: € 7,-

Calculation  
example

Potential Database

*Interviews with 200 companies*

## 3 Scheduling Appointments

- Billing by an hourly rate and a success fee per appointment.
- € 49,- hourly rate; € 19,- success fee

Calculation  
example

Appointments

*20 appointments*

## 4 Lead Controlling

- Billing by an hourly rate of € 49,-.

Calculation  
example

Feedback

*Feedback from 20 companies*

Cost are around € 5.000,-

You receive a weekly feedback of the contacts and appointments.  
Without any further costs you are able to end a project, in case you are not satisfied with the outcome

# Fair Training for the optimal fair appearance of your team



Successful  
appearance at the  
exhibition stand

Increase fair success  
with a motivated and  
success-oriented team

# Only a trained staff team guarantees a successful fair










The fair requires teamwork: unlike usual, one works at the fair not as a soloist, but as an orchestra. Fixed responsibilities are therefore a hindrance. Every single stand employee represents the entire company and the brand.

A positive impression, a friendly customer approach, a professional conversation and a precise follow-up of the contacts not only leads to satisfied (new) customers but also brings more sales for the company.



With a training focused on the appearance and discussions at the fair, every fair attendance will be a success.



	Goal	Developing a conversation guideline with a definition of the goal at the fair: What do you want to present and what result you want to achieve
	Curiosity	Ability to evoke interest during a conversation and informing less
	Information	Ability to work with brochures and information material
	Attitude	Basics of body language in sales
	Support	Basics in the documentation of conversations and follow – up on meetings
	Impression	The external impression – avoiding mistakes and applying skills
	Approach	Basics of customer approach – avoid mistakes and act skillfully
	Communication	Learning the basics of professional communication and learning conversational skills
	Customer	Assess different types of people and sell and present according to their motives

**The ultimate training  
to help staff succeed  
at fairs**

Real conversational situations are theoretically explained with examples, trained through intensive role-playing and optimized by professional feedback.

# Investment plan for employee training – fair appearance

## 2. Costs

Project Step		Duration	Investment costs	
1	Employee training for a successful fair appearance	2 days	Script preparation (included)	€ 1.950,-/day (< 8 participants)
			Training with different situations	€ 2.450,-/day (> 8 participants)

Includes training materials in electronic format

The seminar room can be provided by the client. Otherwise, we can offer seminar rooms in Vienna for € 59,- per person, including catering. Post operative support of the participants will be charged at an hourly rate of € 195,-. All listed fees are net, plus 20% VAT. Travel expenses will be charged separately. Austrian law applies. Payable: 14 days after receipt of bill/end of seminar.



# A fair appearance that pays off



Measuring fair  
successes

Systematic evaluation  
and optimization of  
the fair appearance



The fair appearance should not only be well organized, but also be followed up accordingly



With the evaluation of the customer meetings you not only get an overview of the quantity of your meetings, but also how interested your conversation partners are in your company or product



Image analyzes ex-post provide valuable information about the number of visitors attending the fair, which brands have been noticed and the motives of the visitors attending the fair

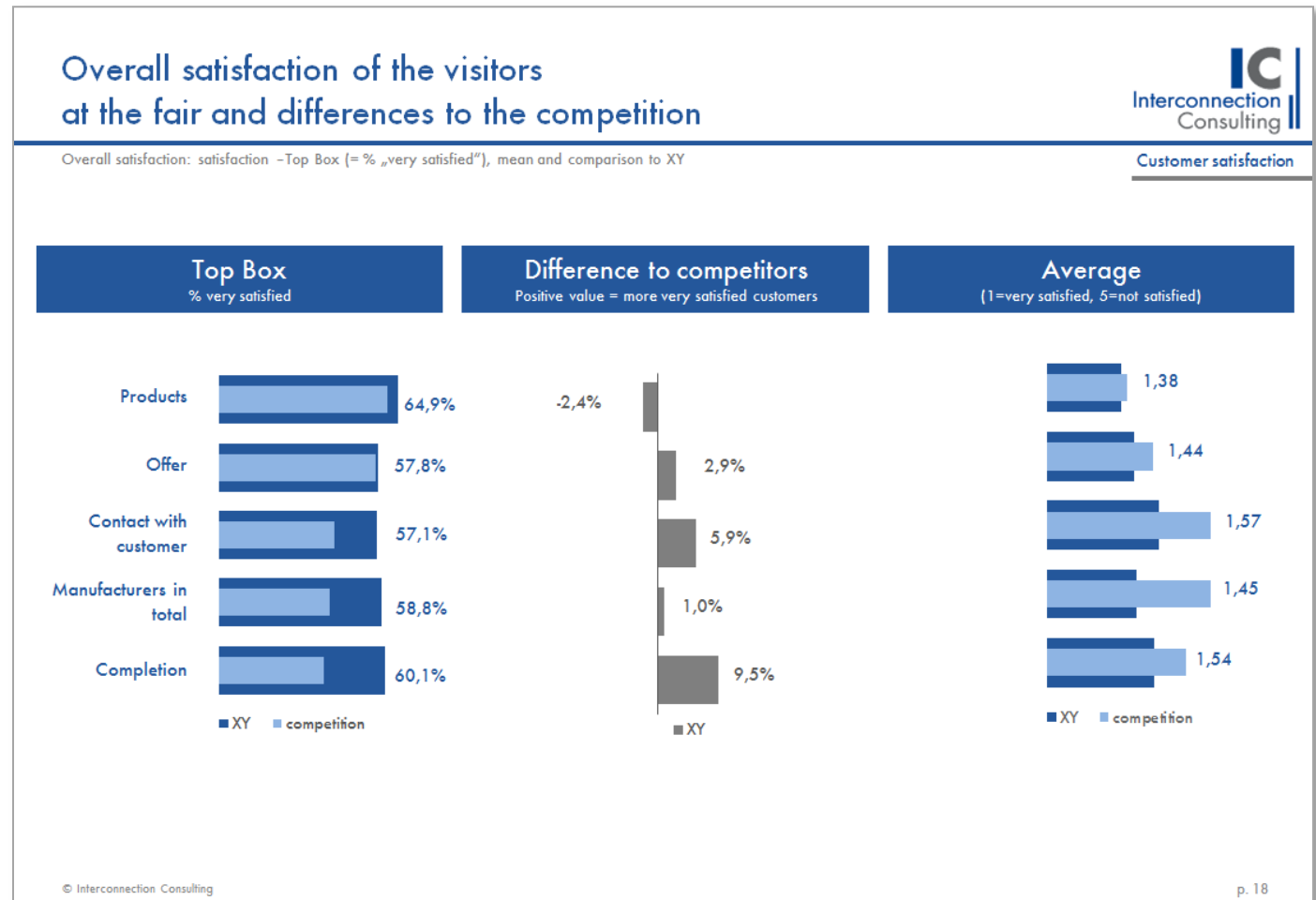


With a customer satisfaction measurement the own fair appearance is measured and compared to the competition

# Customer satisfaction survey

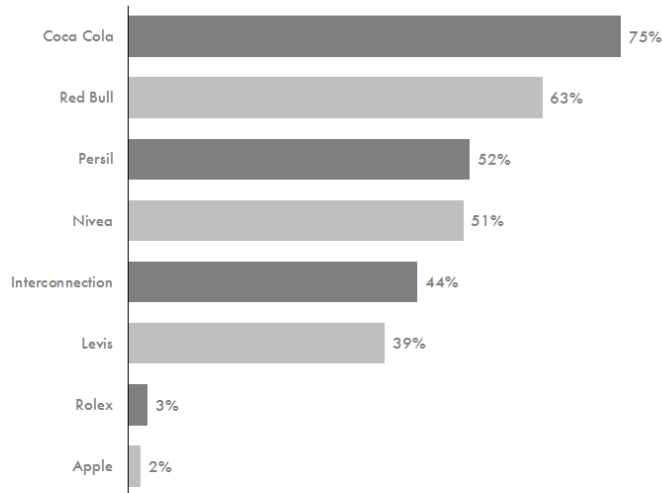
Overall satisfaction: Satisfaction – Top Box (= % „very satisfied“), mean and comparison to XY

## 3. Customer satisfaction



## TOP Brands

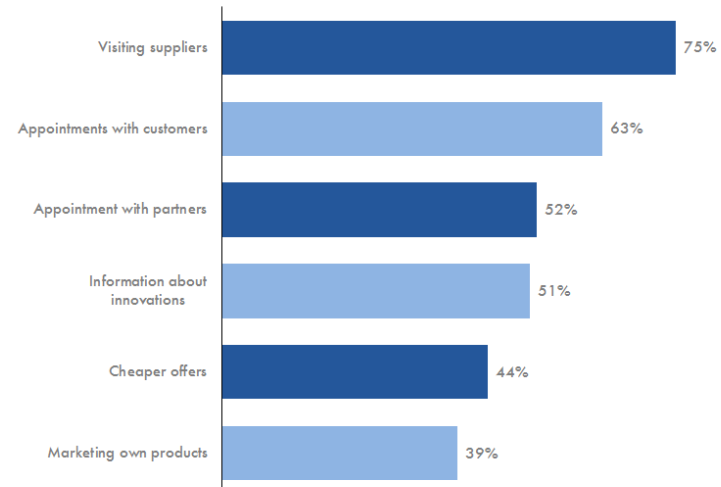
Recall: Which brands / companies do you think of that were represented at the fair?



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## Reasons for attending the fair

Motives: Please list the following reasons for visiting the fair



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# Why InterConnection Should Be Your Partner...

About Interconnection

- 15 years of experience and over 1000 clients worldwide
- We have our own sales center with 15 places in Lemberg and expertise in 20 languages
- Detailed and regularly updated corporate database for over 100 industries
- Partners and offices in Vienna, Bratislava, Lemberg and Buenos Aires.
- The high quality standards of a consulting company

## Projects of note in regards to generating leads

- KOKUYO: Segmented database of 200 potential customers in Germany with scheduling appointments
- Remmers Lacke: Identification of sales partners in Great Britain
- Repair Care: Database of 200 customers in Germany with scheduling appointments
- Rigips: Prospect inquiries with builders in Austria
- Sigma Coatings: Segmented database of 100 potential customers in Germany
- Hewlett-Packard: Search for retailers in Spain
- Mettler Toledo: Search for distributors in 4 European countries.

We are happy to support you in optimizing your marketing strategy!

If there are any questions please  
do not hesitate to contact us!

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