



sales files

- check all files and make sure contact information is filled out
- prepare the delivery note and invoice
- email the documents to the customer
- track payments
- process fair card sales according to procedures
- ...



trade show material

- putting equipment in place
- return your sponsor's equipment



Plan of Action after the fair

purchase files

- discuss purchases
- sort out personal and business purchases
- follow up (delivery? invoice?)
- pay invoices when due
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monitoring and improvement

- were you adequately prepared?
- was the booth attractive?
- did everyone follow the rules?
- were we a real team?
- did everyone play their roles well?
- where did we stand out from the competition?
- how did the visitors react?
- what will we change next time?
- ...



analysis and conclusion

- sales figures: best sellers, top products, etc.
- purchases: what was bought where?
- use the numbers to set goals for the following trade shows
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communication

- thank visitors by e-mail
- conduct a satisfaction survey
- organize a video conference with your new contacts
- post photos/videos of the show on your website, Facebook
-



To the next
fair...

