

At the fair?



... as a salesperson

- attract (potential) customers, address them appropriately in the hallway
- present your products or services enthusiastically
- be confident and follow the procedure of the virtual company
- a sales meeting is a "conversation", ask the necessary questions and show interest in the visitor
- work every sales order carefully and make sure you have all the customer's details
- (also fair card number)
- close the conversation appropriately, even if it did not lead to a sale
- remember that an order form needs the customer's signature
- ...

Remember what preceded!

strictly adhere to all decisions made
respect the agreements made



Plan of Action at the fair

varia

give your team an extra incentive
and reward good negotiators with a
bonus or commission



... as buyer

- check in advance which goods/services you definitely want to buy
- try to negotiate prices, ...
- visit the stands of your competitors and find out what they do differently
- keep your budget under control during the purchases
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- Do not ignore passersby or visitors
- do not contradict each other during contact with visitors
- don't be put off if your visitor speaks a different language
- put your smartphones away, now all your attention is focused on your customers
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networking

- take advantage of this event to meet people you previously emailed or called live
- be on time for the appointment you set in advance
- make contacts with other people, you can talk to your teammates every day ...
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- At the fair, you never know who you are talking to ...



after the fair...

