

At the fair?

BELFAIR 2027
ORGANISED BY COFEP



... 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
- ...

Plan of Action at the fair



... 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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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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Remember what preceded!

strictly adhere to all decisions made
respect the agreements made



varia

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



- 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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- At the fair, you never know who you are talking to ...



after the fair...