



**SOUTH PACIFIC
TOURISM
EXCHANGE 2019**



Ensuring business success at SPT



**SOUTH PACIFIC
TOURISM
ORGANISATION**

Ensuring business success at SPTE

“In Auckland on May 9 & 10, we have the opportunity to create the best platform on which international travel agents and wholesalers can engage with Pacific Islands Exhibitors in direct business-to-business meetings, negotiations and planning. It is essential that all our Exhibitors are ready.”



Hello Exhibitors!

The purpose of this guide is to assist you in ensuring that your business is in the best possible position to take advantage of the opportunities that will present themselves at SPTE.

Competition will, as always, be strong, so it is of the utmost importance that you maximise your time before, during and after the Convention to ensure you make the most of your opportunities.

To assist you with this, the guide is divided into three parts:

1. Actions to be taken before the Convention
2. Actions to be taken during the Convention
3. Actions to be taken after the Convention

It will also assist you in determining what prospects to target, how to maximise official engagements and group events, and how to network like a professional while presenting to impress.

If some of this guide looks daunting, keep going! Better that you exercise your brain now than make on-the-spot decisions you could regret later.

We want you to be successful, to be profitable and to fulfil your Tourism dreams – so let's remember, the future is made by those who create it.

Kind regards
Chris Cocker
CEO

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Before the Convention

It is easy to believe that the work of attending a Convention such as SPTTE really starts on the day you arrive in Auckland

Not true of course. The real work starts now...





Part 1: Before the Convention

1. Setting your objectives for the Convention:

Having very clear and realistic objectives are a critical starting point, as you need to know and understand what you want to achieve - whether it's increasing market share or signing up new clients. (Make each objective a SMART goal i.e. one that is Specific, Measurable, Achievable, Realistic and Time based.) So don't use vague objectives like 'increasing my visitor numbers' – aim for a realistic actual and achievable number.

2. Research the people you will be meeting:

If possible research the people/organisations you are going to be meeting. What are they looking for – what do they want from you? Do you know them, or have any of your colleagues met them before? Do you understand their way of doing business? Are they people who make fast decisions, or ones that like to think about things before passing judgement? Be prepared.

3. Exactly what messages are you trying to send:

Exactly what messages do you want to put into these people minds? What are your key selling points? Now be careful here, often you are listing exactly the same points as your competitors – friendly, passionate, fun, beautiful scenery etc. You need to differentiate your business in their mind, so think carefully about what you propose to say to them.

4. How will your business be perceived:

We build picture of your company the way a bird builds a nest; though the scraps and straws that we chance upon: today that's your website, Facebook, Trip Advisor comments etc... How will they perceive your business – have you considered how your strong and weak points will play out in their minds? Is there anything in particular that you may need to correct?

Jot down your notes/answers/ideas here

Practical exercise: list your objectives

Practical exercise: what are your key selling points?



Before the Convention contd...

5. Why should they “buy” from you?

How do you create a perceived value to differentiate yourself from the competition? The rapid pace of technological development and the competitive global economy means that no one can keep a competitive edge in their product for very long.

While you may see your product as being different, the Agents/Wholesalers may view your product as a ‘commodity’ with no real differences between what you offer and what your competitor offers. So, what do you do? You must detail and communicate the important ways your “total product offering” differs from your competitors.

Your first job is to identify those points of differences. Eliminate those items that are not important to your customer, that don't impact their customers, or make a difference to them.

Try listing your 4 main points of difference...

In marketing, points of difference go hand-in-hand with points of parity. Let's define what they both mean:

Points-of-difference (POD) = The aspects of the product offering that are relatively distinct or different to the product of the competitors.

Points-of-parity (POP) = The aspects of the product offering that are largely similar to the product of the competitors.

We actually need both – while we want to be different from the competitor, we don't want to be too different. We need an appropriate balance for market success. Too much reliance on points-of-parity in the product's positioning and it could be perceived as a ‘me-too’ product. And too much emphasis on points-of-difference and the product might be perceived as not meeting the core needs for the target market.

So we want to be considered equal/similar with the major competitor in the market but with our product having a number of unique or differentiated attributes.

[Jot down your notes/answers/ideas here](#)

Practical exercise: list your 4 main points of differences...

- 1.
- 2.
- 3.
- 4.





Before the Convention contd...

6. Collateral, Public Relations & communications:

Are you ready, do you have all your videos, brochures and most importantly business cards ready for Auckland? Have you set-up TV/Radio/Newspaper interviews with your local channels for pre and post Convention comments? Are you going to be connecting with any of the Travel Agents and Wholesalers before meeting with them in Auckland? Have you connected with your Tourism officials for any last minute comments, ideas or future direction?

7. Planning your time and effort:

Time flies at Conventions, so now is the time to be planning how you (and your staff) are going to spend your time and where the main effort is required. Who is going to be responsible for what? Using the information pack provided to you about the venue, find the important locations: toilets, refreshments, tea/coffee stalls, exit doors, business services, taxis and the like.

8. Know your customers home market:

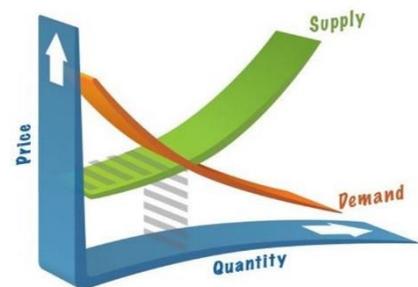
What is happening to the market you are trying to sell into? Is it raising, falling or standing still? What is causing the movement or lack of movement? Understanding the market dynamics will assist you in preparing how to talk with existing and prospective customers and show them you have done your homework and are serious about doing business.

9. Write yourself a checklist:

Start a checklist of 'must-do' and 'must-take', don't leave it to the last minute. You are spending a lot of time and money attending this Convention so lets be prepared for all contingences.

Now let's turn to the action you need to take during the Convention...

[Jot down your notes/answers/ideas here](#)





During the Convention

It's show-time folks!

This is your time to shine and to showcase the brilliance of your product or service to those who can bring you fame and fortune.





Part 2: During the Convention

Be as good as you can be!

No matter what industry sector you are in, what your product or service is, or where your Tourism future is headed, the same issues confront you:

There are very few 'spare' customers in this world – most have been taken by your competition. To gain more customers you will have to take them from your competition. Naturally, your competitor wants to keep "your" customers.

You need to change those customers minds. You probably have limited resources.

The solution to this issue is: you need to identify who you want as a customer, you need to work out how to make them shift to you – and you need to explain it to them in a powerful and compelling manner.

It all looks very simple on paper but in reality it requires you to think long and hard about your product, your price points, the benefits to the customer, your service standards...

Remember, your words and actions plant the seeds in the mind of the customer of either your success or failure.

While most of the thinking occurs before you leave for the Convention; your actions on the ground can make and break your dreams. So, lets focus on the actions you need to undertake while taking part as a Convention Exhibitor.

An invaluable part of succeeding at winning new business, even against big odds, is the ability to think and act on your feet. To cast off the ordinary and to do the extraordinary.

In other words, believe in yourself and go wow people!

[Jot down your notes/answers/ideas here](#)



During the Convention contd...

Jot down your notes/answers/ideas here

1. What are you trying to sell?

This appears to be a easy question with a simple answer, but on reflection it can be wider than first thought. Do you need to convince them, for example, that your country has recovered from a storm? Or that you can handle increased visitor numbers...

Think carefully about how they perceive your product or service, your tourism infrastructure, even your country.

Even if you are essentially just selling your product or service, think carefully about what you say. Do the people you are meeting know anything about your product, your reputation, your service, your price points, your products features and benefits? You need to sell these features and benefits to them.

And remember, people can't read your mind – if you don't say it they won't hear it!

2. Are you 'familiar territory' or 'something new'?

How are you seen in terms of your product offering? Again it's very important to get this right. Do the Agents and Wholesalers see your product as something they are very familiar with, or as a new offering to their customers?

In marketing terms it is the equivalent of what we call a 'brand switch' versus a 'category switch' – switching between something they know, to switching to something that is quite unfamiliar to them.

Why does this matter, well it's all about building trust (and lowering their risk). Risk is a very strong factor for most customers, especially when they are on- selling your product – the risk of a bad financial deal, the risk of losing company market-share, the risk of damaging their reputation...

A 'brand switch' is simply impressing people that your product is better than the competitors. But even if they are familiar with your offering, make sure you remind them of all of your brilliant benefits!

$$\text{Trust} = \frac{\text{credibility} \times \text{intimacy}}{\text{risk}}$$



During the Convention contd...

A 'category switch' is all about convincing customers that this NEW thing is better than the existing and giving them strong reasons why they should adopt it.

Contrary to popular belief, most people don't like new things - on average only 16% of people like new things – the rest of us like tried and true things. Don't experiment on me!

This divide can be the reason that stops people from choosing a new supplier or picking a new product – it's a big leap of faith. As a new entrant to the market you may need to overcome this issue.

If so, you need to make the unfamiliar familiar – use testimonials, awards, PR to impress upon your new customer that there isn't a risk in doing business with you for them or their customers.

3. Targeting your prospects:

In regards to the people who you have appointments with – what are you looking to achieve? Not all will "buy" from you so clearly these people need a different plan. Every appointment needs a separate plan.

With some Agents you could be simply looking to impress them with your growth and potential, while with others you need to move to asking for the sale.

Ensure you know what you are looking to achieve at each appointment. Remember to have a plan B in case your first ideas don't pan out!

What groups or associations can you potentially target? Have you identified the market influencers? Remember, an influencer may not be huge in terms of money, but worth their weight in gold for the word of mouth that you will gain from having them as a customer!

Are you targeting the media – both at home and in Auckland- with articles and interviews?

[Jot down your notes/answers/ideas here](#)

[Practical exercise: write a targeting plan for each customer](#)





During the Convention contd...

4. Prioritise your efforts:

Conventions are hard on you both physically and mentally, so being able to prioritise your opportunities, means that you can also prioritise your time and effort requirements on each customer.

What are you after, easy to get business first, then the tougher larger accounts? Or, are you going for the big win, knowing that it will take time and money to secure?

Think about the degree of difficulty: how hard will it be to secure this customer – 'X' out of 10.

How hard is it really going to be to land this customer? Some customers require a lot of effort (pain) to secure their order. Numerous conversations from both sides, hurdles to overcome, time and money. So, how much 'pain' is getting them as a customer going to cause you? Are they worth it?



5. Stay sharp, stay alert:

Gaining a new customer, or just keeping an existing one, requires you to be mentally able to work your way around the numerous obstacles that litter the road to success.

For most business owners or managers, the biggest obstacle is their own "one-off thinking". An inability to quickly come up with another way to overcome a market or sales obstacle.

So listen, think, speak – not the other way around!

[Jot down your notes/answers/ideas here](#)



During the Convention contd...

6. Keeping track of your sales leads:

Conventions can be very fast moving and it is easy to neglect keeping track of sales leads and conversations that you need to follow-up on. To ensure you maximise your investment in the Convention make sure you have a fail proof system to safeguard potential leads and vital conversations.

Here's a few ideas:

- ❖ Always get a business card from the person you are speaking to – then you can contact them.
- ❖ Make a quick note on the back of the card of any important points.
- ❖ Enter all contacts onto a database or spreadsheet, or piece of paper – create a master list.
- ❖ Try and take any action required before the end of the day. Don't wait until you get home.

7. Maximising networking events

It is imperative that you maximise your time with prospective customers and other influencers. Normally this is during group activities and networking events.

Remember - It's not whether you can recall them – it's whether they can recall you!

Please Do

- ❖ Do engage with your hosts
- ❖ Do get their business cards
- ❖ Do take notes about the information they tell you
- ❖ Do show respect
- ❖ Listen as well as talk (80% listen/20% talking)
- ❖ Learn, learn, learn
- ❖ Challenge assumptions/falsehoods
- ❖ Watch for the sales opportunity

Please Don't

- ❖ Don't drink too much
- ❖ Don't just talk to your colleagues
- ❖ Don't walk out, or play with your phone
- ❖ Don't look, or act bored
- ❖ Don't say anything you may regret later!

Jot down your notes/answers/ideas here



Practical exercise: what are you going to use as a sales leads system?



During the Convention contd...

8. Networking like a professional:

When you attend networking events during the Convention remember that this means that it's 'showtime' – your opportunity to make a good lasting impression. This is not relax and have a few drinks time – this is work time. So, check the basic's - is the team switched on, are you? Remember, first impressions count.

Pre-planning

- ❖ Obtain a list of who is attending
- ❖ Highlight who you already know and want to talk to – prepare your opening
- ❖ Highlight who you don't know but want to meet – can a colleague introduce you?
- ❖ What introductions you can make for others
- ❖ Dress appropriately
- ❖ Turn up promptly on time

Walking and Talking

- ❖ Be confident when entering the room
- ❖ Put your name tag on
- ❖ Approach only an individual or a group of 3 or more
- ❖ State what you do when you introduce yourself
- ❖ Take advantage of name tags to use names
- ❖ Firm handshake, but don't crush their hand!
- ❖ Have business cards accessible, and ask for theirs
- ❖ Act as a host, not as a guest

Approaching people

- ❖ Be nice to all – decision makers don't wear tags
- ❖ Join more than one group, move around – avoid colleague huddle
- ❖ Watch your body/verbal language
- ❖ Watch personal space and avoid touching too much
- ❖ Be culturally aware even when they aren't

Common mistakes

- ❖ Talking too much
- ❖ Providing excessive detail
- ❖ Insisting on one-up-manship
- ❖ Interrogating – know when to stop

[Jot down your notes/answers/ideas here](#)

Practical exercise: list your 4 biggest weaknesses in networking and how you are going to overcome them.

- 1.
- 2.
- 3.
- 4.



During the Convention contd...

9. Hearing the unspoken:

When attending a Convention, or your own overseas trip, it is important to be alert for what isn't being said.

The art of hearing the unspoken.

Whether it is a look between two of your hosts, a expression on someone's face, or a half heard comment – it is important that you are open to receiving and realising the significance of what is happening around you.

A look or gesture can alert you to something going wrong, or something going right!

Keep your eyes open, it is surprising what you can discover when you try. Look at peoples body language. Understanding body language can lead to success in both personal and professional relationships as nonverbal communication constitutes a large percentage of meaning in our interpersonal communication. Is the person happy, uncomfortable, focussed...

Noticing the signals that people send out with their body language and being able to effectively read those cues is a very useful skill. With a little extra attentiveness, you can learn to accurately read body language, and with enough practice it can become second nature.

Check out these amazing facts:

- words account for 7% of the overall message
- tone of voice is 38% of the overall message
- body language is 55% of the overall message

Jot down your notes/answers/ideas here

**“The most important thing
in communication is
hearing what isn't said.”**



During the Convention contd...

10. What do you do/where are you from?

In most networking events, it is commonplace to ask, or be asked, "What do you do, or, where are you from?"

When this happens you can either say something that makes the person asking the question want to hear more, or want to run away!

The choice is yours. But all too often you don't have anything prepared to say and just make up an answer on the spot. Sometimes your response is brilliant, sometimes not so good...

The key to mastering this important networking step is being prepared. You know that people will ask you so let's have prepared something interesting to say.

Perhaps an Elevator pitch might help you. This is a term used to describe a brief (maybe 10/20 seconds) speech that outlines who you are and/or what you do, and your product/service. The idea isn't necessarily to "sell" your business, but to make people want to know more about you and your company.

An elevator pitch is a conversation, or an ice breaker, that will (hopefully) lead into a deeper dialogue about the functionality, and specialty, of what you can offer.

Example elevator pitch skeleton

- ❖ I'm (say your name slowly, pausing between your first name and your surname – this helps recall – hand over your business card)
- ❖ From (location, area, country)
- ❖ We run/operate a (clear and concise description of your product or service – paint a beautiful picture)
- ❖ That is/has (clearly list 2 or 3 top key benefits – but don't waffle on)

Jot down your notes/answers/ideas here



Practical exercise: Prepare your pitch. and then rehearse it again and again until you can say it without thinking!



During the Convention contd...

11. How to present to impress your audience:

The basis of all good presentations are words – words are our most inexhaustible source of magic. Words coupled with the ability to deliver them in a meaningful manner to the audience.

You need to think twice before you speak because your words will plant the seed of either success or failure in the mind of another.

So, how do you present a topic or thought to an audience? Well you need to weave your information into a story. A story that has a start and a close – no matter how long you are speaking for.

There a lot of things that you would like to say, but try and find that 'sweet spot' called relevance – the meeting of what you want to say and what they are interested in.

Whether your audience is 1 person or 600, getting people to enjoy what you have to say is down to you. So don't be boring – even the most dry subject can be jazzed up.

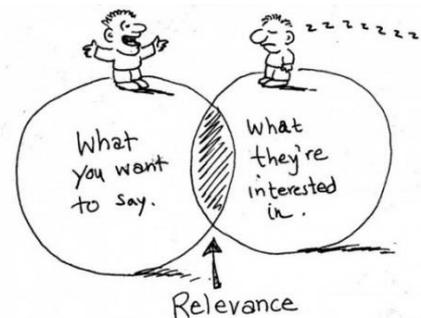
Deliver your message, clearly and simply. Remember that they can't read your mind and may not even have the same understanding of the subject as you have. Slow down, especially if English is a second language for the audience, or for both of you!

Passion is mandatory, don't bore them, be exciting, show people you care.

The 3 most mistaken beliefs:

1. Providing the basic facts is enough – no, turn it into a story
2. Our product/service speaks for itself – only if you are Coke Cola or McDonalds
3. All I have to do is be funny or serious – all you have to be is interesting!

[Jot down your notes/answers/ideas here](#)





During the Convention contd...

12. Public speaking tips:

How would you score yourself as a public speaker?
Some people love it and some dislike it intensely.

Regardless of how you view it, always remember that people aren't just interested in your pretty face; they are also interested in... you as a person, your belief and passion, your market knowledge (and sometimes your grit under fire).

Here's some tips for your networking and exhibition sessions:

- ❖ People expect you to be human so act normal - talk from your heart not a book
- ❖ Be yourself, don't try and pretend you're something you're not
- ❖ People can't read your mind, so you need to tell them everything you want them to know
- ❖ Its not what you say, its what they remember that counts!
- ❖ Be relevant, make your points stick in their minds
- ❖ Be prepared. Rehearse your presentation. Only amateurs "wing it"
- ❖ Expect difficult questions and know the answers

What do you do if you have a brain explosion and forget your words?

Rule No1: Don't panic

Rule No2: Read rule number 1

Rule No3: Breathe, smile, continue

Remember, unless they can read your mind, they don't know what you were going to say next!

[Jot down your notes/answers/ideas here](#)

[Rule No1: Don't panic](#)

[Rule No2: Read rule number 1](#)

[Rule No3: Breathe, smile, continue](#)



During the Convention contd...

[Jot down your notes/answers/ideas here](#)

13. The art of persuasive selling:

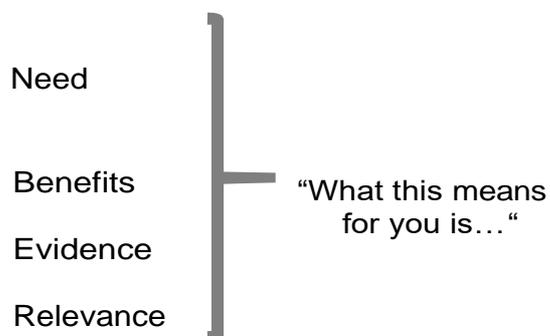
Forward planning in sales is crucial. Work out your Plan A and Plan B & C in advance. Don't try and 'wing it' when you are talking to the customer! That's where we make mistakes, or worse, look unprofessional.

So, go armed with several scenarios. Work out your relevant pricing etc scenarios based on different conditions/terms that might be presented to you. This will enable you to come across as very professional, organized and business savvy.

Try using this formula:

- ❖ Need - State the dominant wants or needs you have identified – check with prospect for agreement
- ❖ Benefits - Talk benefits (not features) as relevant to them
- ❖ Evidence - Give customised examples (evidence relevant to their sector/situation)
- ❖ Relevance - Show how your product will fill their wants or needs

To help them translate everything you have told them, use the six magic words: "What this means for you is ..." (and spell out the benefit e.g. help them meet their goals)





During the Convention contd...

Are you a good sales person? How would you score yourself out of 10?

If you score yourself highly, remember all the things that people dislike about sales people - pushy, in your face, dishonest, will say anything to get the order...

Ensure that you have removed them from your sales delivery. This is especially important in a new country – it always pays to check out how they view strong selling before you engage in it.

Didn't score that well? What if we called you a listener, a problem solver, a knowledge provider, would that make you think differently? Remember being good at selling is one of the best competitive advantage you can have.

According to research:

- ❖ Most people don't like selling
- ❖ Most just want customers to ring them
- ❖ Most people don't push for the sale
- ❖ Most don't understand their prospects

Don't be "Most people"!

Try these tips on becoming a better salesperson:

1. Develop a strong level of self-confidence in your ability to speak effectively and sincerely about your product or service.
2. Learn to become a good listener – you can't sell anything if you don't listen to and understand the needs of your customers.
4. Find out who your competitors are and examine the merits and pitfalls of their products/services.
5. Be prepared to handle rejection. It's hard to take in the beginning, but once you gain confidence it will become a motivator.
6. Know that a sale is always being made. Even a commitment for another meeting or follow-up action is a sales commitment which can lead to a sale.

[Jot down your notes/answers/ideas here](#)

"For every sale you miss
because you're too
enthusiastic, you'll miss 100
because you're not
enthusiastic enough"



During the Convention contd...

14. Selling benefits not just features:

Many people sell features because they 'view' their product from a "owners" standpoint.

You may find it hard to explain how your offering can be used to: Achieve a Goal, Solve a Problem or Satisfy a Need. Yet this is how the customer views your product - what will it achieve for me/my company?

When you try to sell the features of your product, you're making the customer do all the work to figure out why they want that feature.

It's in your best interest to draw the connection for them – what is the benefit for them.

So, sell the "problem" you solve, not the product.

Even a negative feature can become a positive benefit – no WIFI becomes a "de-teching" haven!

A FEATURE IS . . .	A BENEFIT IS . . .
What something IS	What something DOES

Use Testimonials:

Testimonials are an extremely important part of the success of your business. On your relationship-building journey, which is lined with credibility and expertise, testimonials from loyal customers are a critical part of the presence of your business. They are also a wonderful tool to help attract deeper interest from prospective customers.

Testimonials - Name dropping, Industry Association or Partner endorsements, Expert testimonials, Customer testimonials, Industry Awards e.g. Tourism Award Winner, Innovation Awards.

Jot down your notes/answers/ideas here

Practical exercise: list all your features and their related benefit to the customer.



During the Convention contd...

15. Handling sales objections:

Overcoming 'objections' is an essential part of selling, but one that is a real problem for most people. An 'objection' is anything that stops a customer from buying from you: e.g. "I'll get back to you, or, I need to think about it".

We need, where possible, to overcome that objection and convince them to purchase from us. It's really a simple process and one that needs to be worked on in advance. We need to work out what to say and get used to saying it in a manner that is acceptable to the customer.

Most sales are lost because of a lack of the proper answer at the critical time.

When hearing a sales objection the 3 most common reactions are: become aggressive, get defensive or become passive. All wrong! Think of yourself as a facilitator when you are trying to overcome the objections. It's your job to lead the way as you navigate towards the resolution.

Look to reframe the objections – changing the unsolvable into the totally possible.

A few thoughts on objections:

- ❖ Most people object even though they want to buy
- ❖ Objections just need to be resolved
- ❖ Often the client is looking for reassurance
- ❖ And sometimes, it is actually NO

Think about what most of your customers might object about? Could you alter your sales pitch to give them the answer before they voice/think about that 'problem'?

Always remember that a sales rejection is not a personal rejection, and that NO is not always NO!

Jot down your notes/answers/ideas here

Practical exercise: write down the objections that you have trouble answering.

Here's some standard ones...

1. "It's too expensive" – respond with "compared to what?"
2. "I need to think about it" – respond with "what exactly is bothering you?"
3. "I'll get back to you" – respond with "when do you think that will be?"
4. "It's not quite what I'm looking for" – respond with "what exactly are you looking for?"
5. "NO" – respond with "what would we need to do to turn it into a YES?"



During the Convention contd...

A technique for handling sales objections:

Listen: It can be a real challenge to listen to a customer's objections. Because of your familiarity with your subject, you only tend to half-listen. So, shut-up, listen closely for understanding, and try and see the objections from the customer's point of view. Often objections are emotional. Shut-up, Listen, Learn!

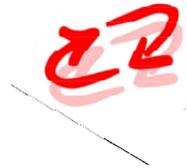
Question: When the customer objects about something, you can perceive it in 2 ways: what you think they are saying, and, what they really mean. So it is critical that before responding to the customer's concern, that you clearly know what the concern really is. Ask questions, be sure of what is being objected to. Don't guess.

Cushion: A cushion is a statement that acknowledges that you listened to the customer, understand the objection, and recognised its importance. When a customer states an objection, your first action should be to 'cushion' the objection. A cushion does not agree, disagree, or answer the objection e.g. I understand why the price is a concern to you... It gives you time to think!

Respond: Your response is determined by a great many of factors, including your relationship with the customer, related interests, and past buying perspectives. However, one of the best ways to respond to objections is evidence. Evidence normally DEFEATS doubts i.e. a demonstration, an example, a fact, an exhibit, an analogy, a testimonial, or statistics.

Evaluate: You may think that you have done a terrific job of resolving the customer's objection. But it is what the customer thinks and feels that is important. So before moving ahead, take a moment to evaluate whether or not the customer is ready to move forward with you e.g. How does that sound? Does that address your concern?

[Jot down your notes/answers/ideas here](#)





During the Convention contd...

16. The art of negotiation:

If you think confidence, aggression & stamina are the keys to winning a negotiation, then you need a re-think. Over the past decade research on the subject has come to the conclusion that checking your ego at the door is a must. Compromise and kindness are the new rules of negotiation:

Listen before you speak

There will always be time to open your mouth later, but find out what the other side is thinking first. Then you have extra leverage to tailor your points to fit both sides' goals. So, when entering a negotiation, don't make any assumptions about what's in the other party's mind.

Embrace your fear

95% of people you'll ever negotiate with feel just as nervous as you do. For that reason, kindness is a key competitive advantage when it comes to negotiations.

Avoid storytelling

According to veteran negotiators, in a negotiation the important thing is for you to be completely truthful about your situation. The more forthright you are with the other party, the more likely you are to arrive at a satisfactory outcome.

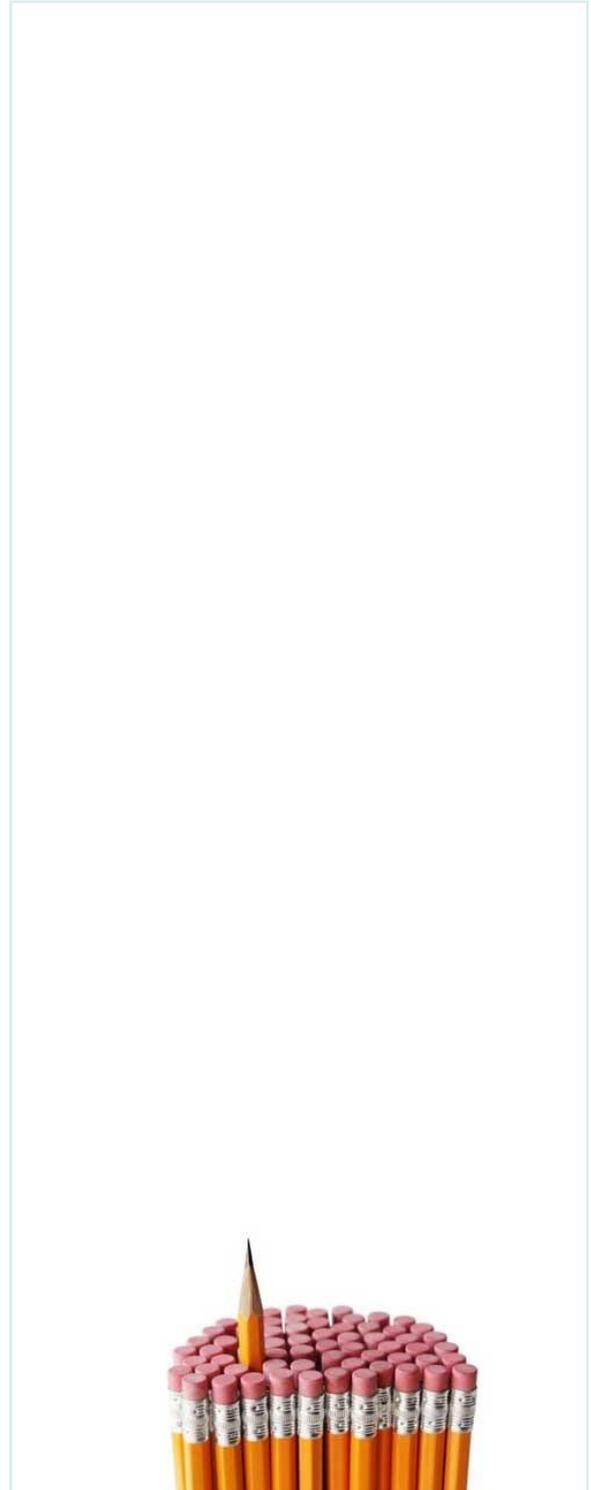
Understand the situation

Remember, the more knowledge you have of a situation before going to the negotiating table, the better off you will be. With greater knowledge, you will be able to set the parameters of the discussion in your favour.

Win/Win

It really isn't about Win/Lose. That mentality is not only outdated, but will get you nowhere. When the negotiation gets tense, no one ever wants to back down. Experts suggest that instead of viewing your counterpart as the adversary, you focus instead on the merits of the case and search for ways to achieve a win/win answer. The idea is to "attack" the underlying issue, rather than the other person.

[Jot down your notes/answers/ideas here](#)



After the Convention

Almost time to relax! But not yet.

It is time to fulfil those promises you made during the Convention, to send the information, to make that phone call...

This is an immensely important phase in building your business, so do not neglect the follow-ups.





Part 3: After the Convention

Jot down your notes/answers/ideas here

1. Following-up after the event:

So you're home. Great trip. Time to relax! Wrong – time to get to work!

Following up on sales leads, conversations, requests for further information and the like is a vitally important aspect after an exhibition.

So, first of all, have you followed-up as you promised you would – have you sent out the information, product lists or whatever the prospect customer is waiting for. Do it now. Don't delay.

Prompt follow-ups demonstrate your determination to build relationships with your customers, and most significant sales are the end result of a relationship.

Potential buyers will appreciate the extra effort. These can become your best customers.

2. Analysing the good, the bad and the ugly...

After any event it is wise to spend some time and analyse what went well and what didn't.

Think about every aspect of the event – where could you and your team improve? This isn't an exercise in laying blame or patting yourself on the back – it is about learning and improving your processes and methods of gaining business.

Fix the bad, drop the ugly and keep the good!

