

SALES TRAINING UNIVERSITY

GET PRACTICE. GET NOTICED. GET PROFITE \$.



ADIL SAMIT

CEO & Founder of 3 Companies

Over 15 years marketing experience, including over 9 in online marketing. Specializes in opening new markets and territories for small to medium sized traders and manufactures.

As a founder and CEO of Nocti, I develop innovative online marketing strategies to help companies to enhance branding, elevate market presence, and generate revenue.

My expert understanding of and ability to optimally use social media, SEO and marketing technology tools for businesses allows me to offer companies a unique and successful approach to driving sales within their organization.



**TAKE CHANCES WHEN YOU'RE
YOUNG SO THAT YOU CAN
TELL STORIES WHEN
YOU'RE OLD.**



Johnson & Johnson

IBM

SIEMENS

AREVA

PERDUE

NASDAQ OMX

AON

Delaware
Investments®
A member of Macquarie Group



FERGUSON®
Bath, Kitchen & Lighting Gallery

DU PONT®

LSAC

 Drexel
UNIVERSITY



Join Us





Business Game

You should focus on our training
most of our questions will be
connected with our course today.

Only the first person who act fast
will have the chance to get the
award.



ADIL SAMIT

TRADE **SHOW** EVOLUTION

24.09.2017

■ ▲

ARE TRADE SHOWS MARKETING OR SALES EVENTS?

○





▲

EXHIBITIONS ARE EXPENSIVE. VERY EXPENSIVE.

■

Participation, booth cost, design, furniture, staff, promotion, printing, samples... trade shows are usually the most expensive type of event a company can have.

Hence you need proper ROI (Return On Investment).

○



Who in your company is most capable of bringing this return?

Why are trade shows **real sales events**?

CAPTURING LEADS TO GENERATE SALES

The ultimate purpose of attending such business event should always be capturing leads to generate sales.



Why are trade shows **real sales events**?

CAPTURING LEADS TO GENERATE SALES

Reaching this goal implies have people able to explain your product in simple words, demonstrate it, highlight its benefits and sell it



The image shows a modern office environment with a large window overlooking a city. A group of people are sitting around a table, engaged in a meeting. The office has a high ceiling with a grid pattern and recessed lighting. The overall atmosphere is professional and collaborative.

How to collect information in order to sell?



YOU ARE NOT SUPPOSED TO SELL ON YOUR BOOTH

Most visitors are not coming to buy, they visit a trade show to discover new products and compare offers. As a result, you will need to collect prospects information and take notes that would help a sales person closing a deal.



**Trade shows are
marketing events!**

Why are trade shows are marketing events?



GETTING TRAFFIC IS THE SPECIALTY OF YOUR MARKETING TEAM

Promoting the event, decorating the stall, preparing flyers, brochures and business cards, choosing the right location, managing the budget... all these will be better handled by a marketing person!



**DID YOU GET
CONFUSED?**

**IN THE END, ARE
TRADE SHOWS SALES
OR MARKETING
EVENTS?**



**DID YOU GET
CONFUSED?**

**TRADE SHOWS ARE
BOTH SALES AND
MARKETING EVENTS**



**BEFORE
THE SHOW?**

An average of only
10-15% of trade show
exhibitors invest in
pre-show marketing
effort

REALITY 1

**70% of show attendees
plan a list of booths to
visit before even setting
foot on the trade
show floor.**

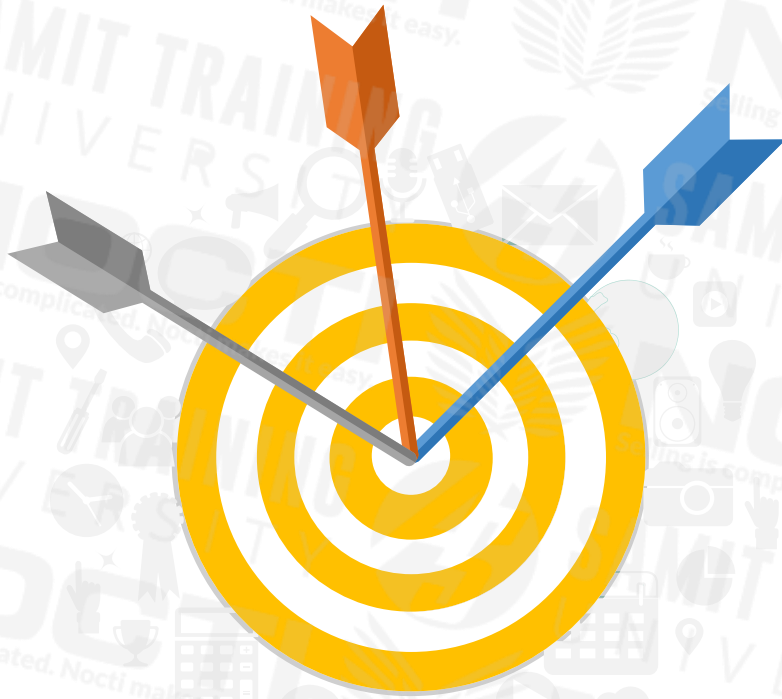
REALITY 2

**81% OF TRADE
SHOW ATTENDEES
HAVE BUYING
AUTHORITY**

REALITY 3

TRADE SHOW MARKETING BEFORE THE SHOW.

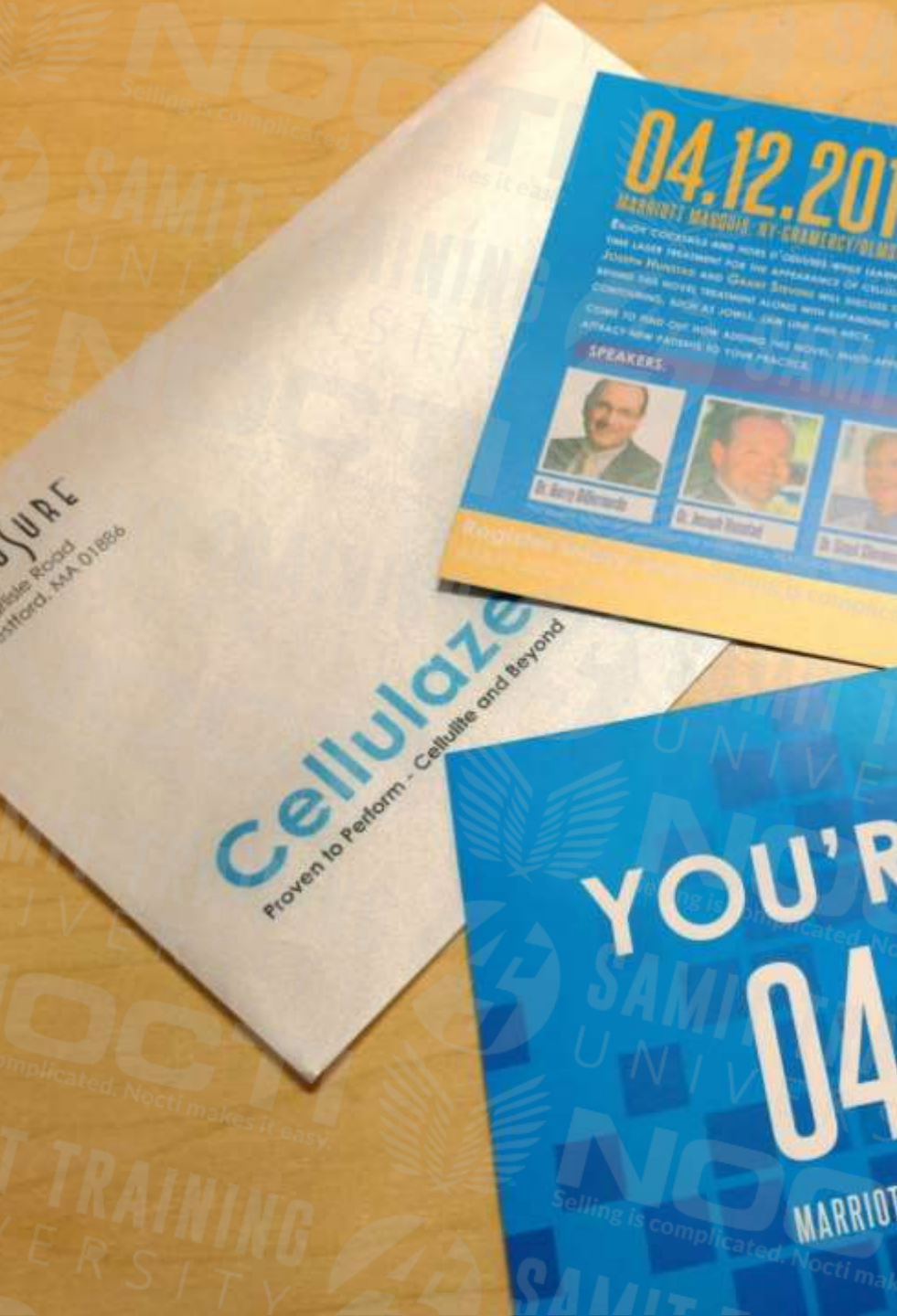
Before the show you have to announce your trade show presence via press releases, social media, your company's website and blog, email signatures, etc.



- PRE-SHOW MAILER**
- PRE-SHOW E-MAIL**
- PRE-SHOW BRANDING**
- PRE-SHOW SOCIAL MEDIA**
- PRE-SHOW CONTENT**

PRE-SHOW MAILER





PRE-SHOW MAILER

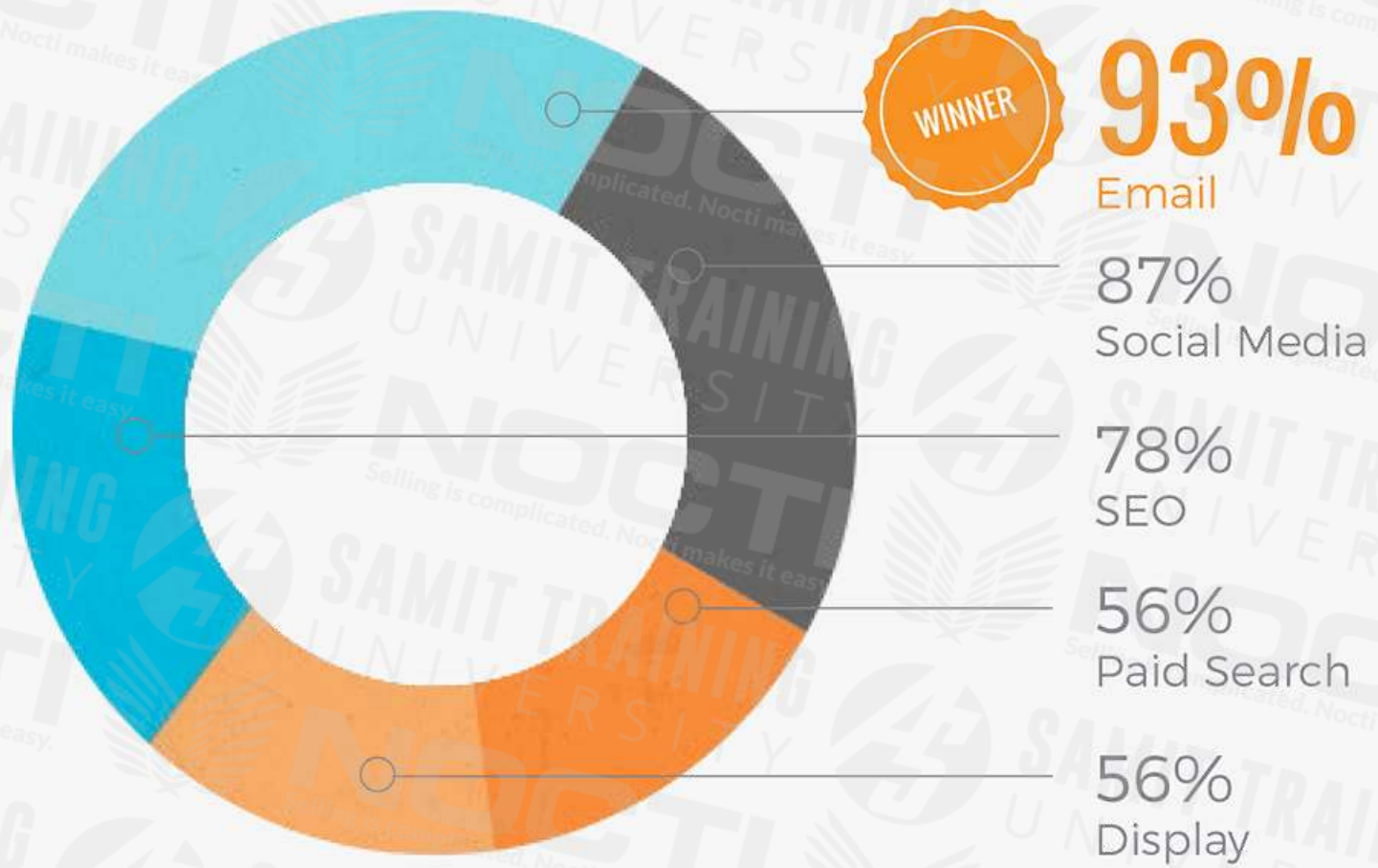
Traditional mail is still a common way of reaching out to tradeshow attendees. Consider sending out visually appealing postcards or invitations, ideally individualized to the recipient.

PRE-SHOW E-MAIL





A whopping **93%** of B2B marketers practice email marketing.





PRE-SHOW E-MAIL

Follow up your mail campaign with individualized emails, reiterating your invitation and including a link to your tradeshow landing page. Additionally, take advantage of the immediacy of email by sending out a last minute reminder for attendees a day or two before the show.

From: Kyphon Balloon Kyphoplasty <newsletter@medcompare.com>
Date: Tuesday, September 28, 2010 9:18 PM
To: Brandt, Whitney <whitney.brandt@medtronic.com>
Subject: Unilateral or Bilateral?

If you have trouble reading this email, go to http://www.medcompare.com/govip.asp?calltech=opt_inlc=2365

Visit us at
NASS Booth 1347

check out the 2 balloon solution
[click here for results](#)

Medtronic
Kyphon® Balloon Kyphoplasty

the **2** balloon solution
New balloon coming soon

Click Here for Results
Unilateral vs. Bilateral

Visit us at NASS Booth 1347

Innovating for life.

MICHELEON TECHNOLOGY AT WORK

Medtronic
Kyphon Products Division
1321 Crossman Avenue • Sunnyvale, CA 94089
Customer Service: (866) 959-7468
© 2010 Medtronic Spine LLC. All rights reserved. 18003723_001-01

Copyright © 2003 - 2010 Medcompare.com. All rights reserved.
This message is brought to you as a member of Medcompare.
To stop receiving such messages, please reply to this e-mail with "unsubscribe" as the subject line.

medcompare
The Spine's Guide to Medical Professionals
Medcompare.com
395 Oyster Point Blvd., Suite 321
South San Francisco, CA 94080

This email was sent to: whitney.brandt@medtronic.com

PRE-SHOW BRANDING



the power of
brand

sales

customer

awareness

A hand-drawn graphic featuring the text "the power of brand" in a bold, black, sans-serif font. Above the word "brand" is a speech bubble containing the word "easy". Below the text are three arrows: a red arrow pointing down to the word "sales", a blue arrow pointing down to the word "customer", and a green arrow pointing down to the word "awareness". The background is white with faint, repeating watermarks of the NOCTI logo and the text "Selling is complicated. Nocti makes it easy.".

CREATE NEW COVER IMAGES FOR ALL YOUR SOCIAL MEDIA SITES

Let people know that you're going to be at the trade show and which booth you'll be in. Just don't forget to swap the cover images out after the show is over. Some larger conferences will even have custom exhibitor badges you can incorporate into your design.



PROMAT 2017

McCormick Place | Chicago
April 3-6, 2017
promatshow.com

powered by  MHI

Safety
doesn't happen
by accident.

Visit our booth #1463

iFX EXPO ASIA

JANUARY 22 & 23, 2014
MACAU, VENETIAN HOTEL, BOOTH #2



MEET US IN MACAU

Fair Trading Technology is exhibiting at iFX Expo at the Venetian Hotel in Macau, January 22 and 23, 2014.

Come by Booth #2, where we will be demoing the latest T3 Broker Tools, including our Affiliate Manager.

Use the form to the right to book a meeting.

BOOK A MEETING WITH US

Available for meetings Jan. 20 to 25, 2014
Venetian Hotel, Macau

First Name *

Last Name *



PRE-SHOW CONTENT





OFFER SOMETHING OF VALUE

You shouldn't be "just" selling on social media and on your blog anyhow, Sure you can push out some content that lets people know that you'll be at trade show, but that's enough.

offer something of value, and they'll be more receptive to actually checking out what it is that you can offer them!

PRE-SHOW SOCIAL MEDIA



facebook



Instagram

LinkedIn

twitter



Snapchat

Monitor Show #Hashtags

This should be your starting point in using social media for exhibiting. Most shows now use a unique hashtag(s) to help attendees and exhibitors get connected and start conversations online. Monitoring the hashtag will help you get involved with attendees and get a better understanding of overall sentiment and interests of your future visitors.



INSTAGRAM



cantonfaironline
Canton Fair Complex

Follow

cantonfaironline Whether you want to find the next big thing or build it yourself, you can find everything you'll need at the #122CantonFair ! Check out this video for a glimpse of the incredible selection of exciting products you'll find! Then click on the "Get a 500RMB Reward" tab to register today!

#cantonfair #cantonfair2017 #fair #trade
#buyer #exhibitors #international
#guangzhou #china #quality #quantity



424 views

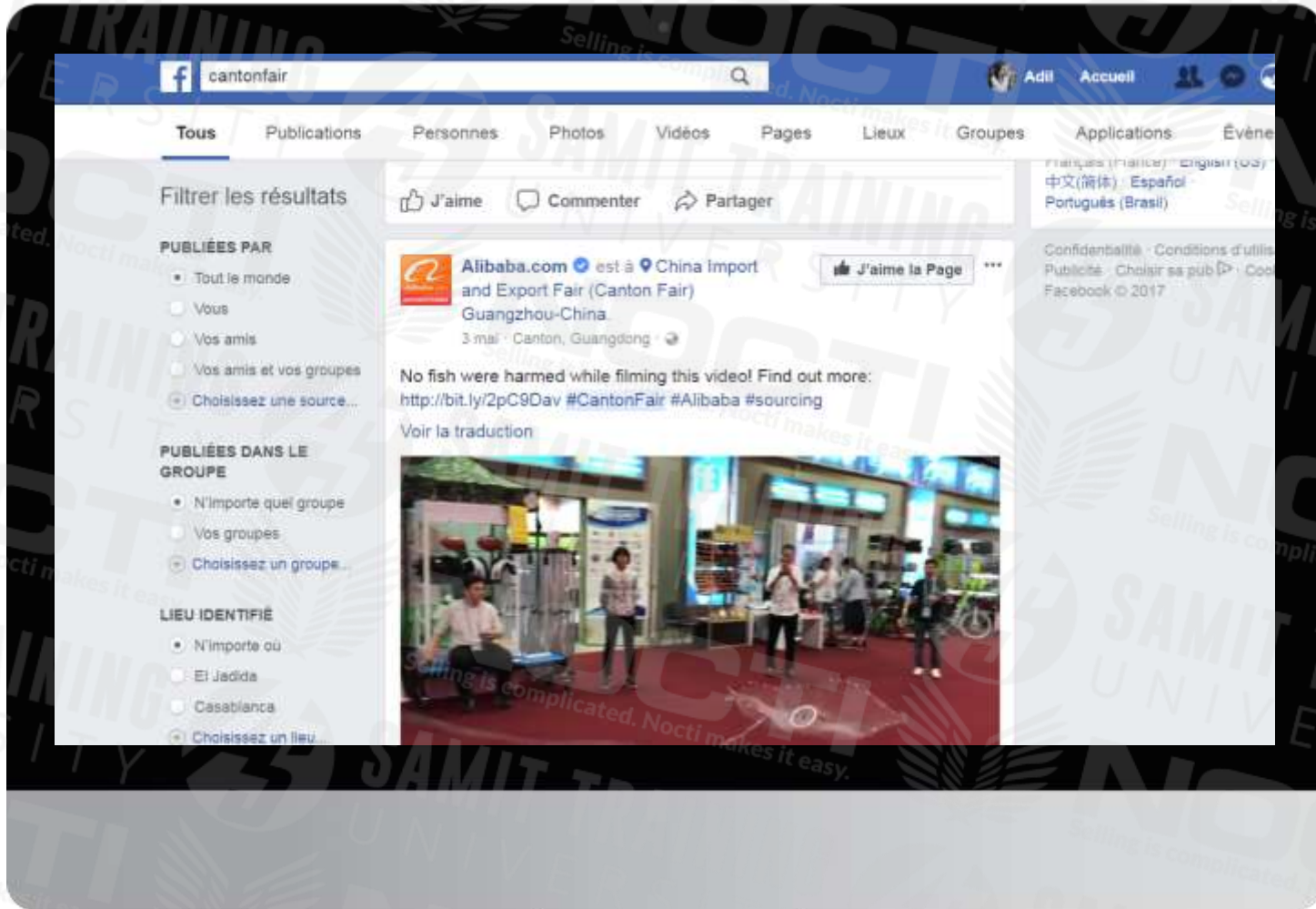
SEPTEMBER 11

Add a comment...

TWITTER



FACEBOOK



LINKEDIN



Sino-Brazil Trade Volume at Canton Fair Expected to Surge after BRICS Summit

linkedin.com · GUANGZHOU, China, Sep, xx, 2017
/PRNewswire/ -- A key trade platform for Sino-Brazil trade, Canton Fair, the largest trade fair in China held biannual

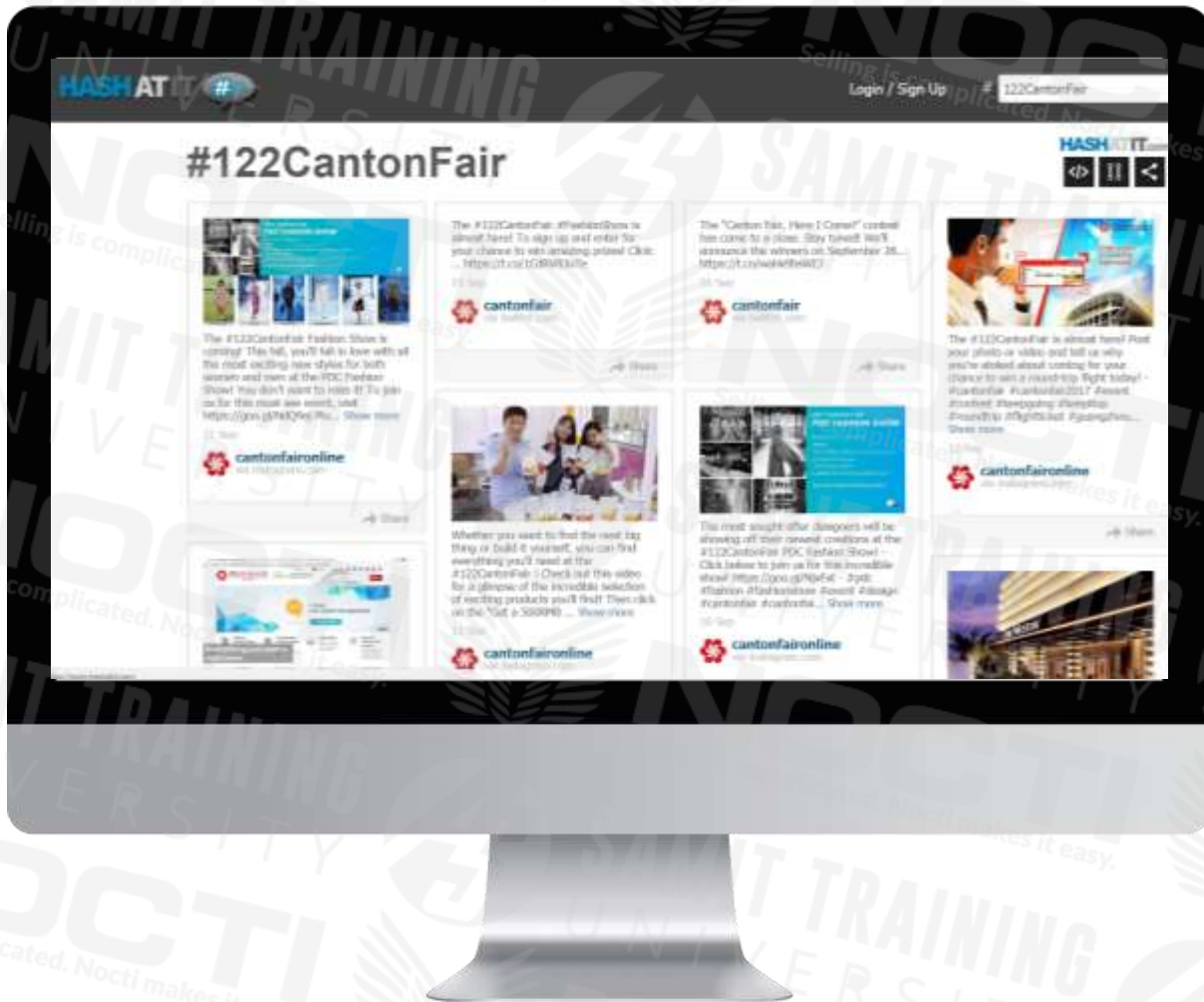
Like · Comment · Share · 4 days ago

Canton Fair (China Import and Export Fair) Good things come to those who wait – unless you're trying to save money on your flight! Book early to save big on your flight to the #122CantonFair!
<https://goo.gl/HfkUxv>



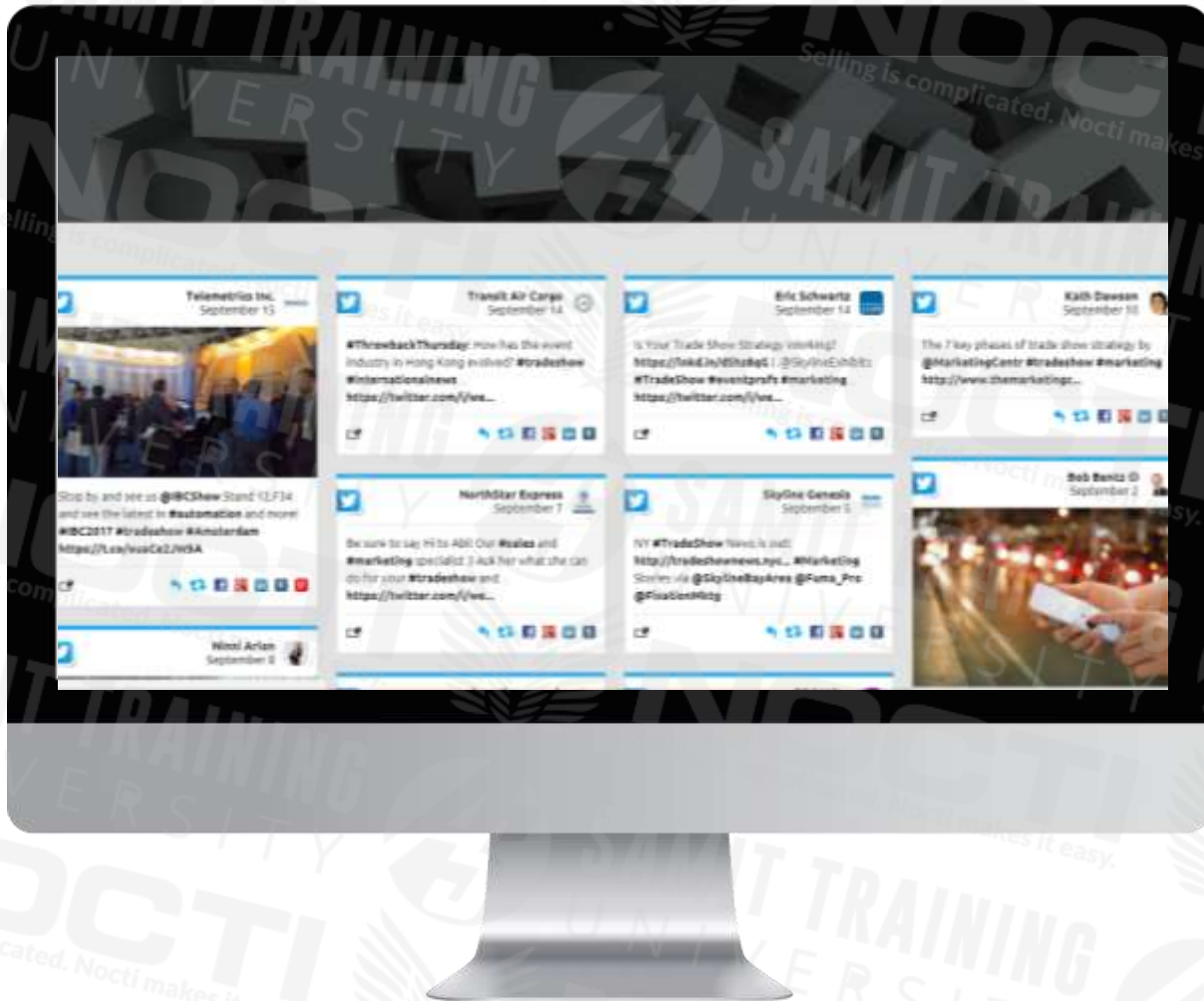
Here's how you can save big on your flight to the 122 Canton Fair!

youtu.be · Good things come to those who wait – unless you're trying to save money on your flight! Book early to save big on your flight to the 122nd Canton Fair! [https...](https://youtu.be/...)



HASHATIT.COM

Hashatit is the one and only Social Media search engine where you can search for #hashtags, venues, people, companies and more.



SOCIAL SEARCH

SocialSearch is the one and only Social Media search engine where you can search for #hashtags, venues, people, companies and more.

A hand is holding a white card with a blue hashtag symbol (#) on it. The background is a repeating pattern of the NOCTI logo and the text 'SAMIT TRAINING UNIVERSITY' and 'Selling is complicated. Nocti makes it easy.'

CREATE YOUR OWN UNIQUE HASHTAG

Some exhibitors decide to use a hashtag entirely their own for marketing purposes. This is a great idea but remember to give visitors a reason to use it. Otherwise, it'll end up being pretty useless.



Cung Le était en direct.

18 janvier

J'aime la Page

The largest firearms trade show in the US. With some bad mofos here. Ask some good questions.

[Voir la traduction](#)



739

177 commentaires 19 partages 10 K vues

SHARING SELF VIDEO

Take a 30-second video of yourself with your cell phone explaining who you are, what company you represent, and what people will be able to learn at the trade show if they see you there. Give them a reason to visit the booth. Upload this to YouTube and post it to your company social media profiles.

NOCTI
Selling is complicated. Nocti makes it easy.

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY



ATA
TRADE SHOW
INDIANAPOLIS
2017

FEATURED PRODUCTS

PRODUCT DROP-OFF
MON | January 9 8:00 am - 8:00 pm

FEATURED PRODUCTS OPEN
TUE | January 10 8:30 am - 6:00 pm

WED | January 11 8:30 am - 6:00 pm

THU | January 12 8:30 am - 4:00 pm

PRODUCT PICK-UP
THU | January 12 3:00 pm - 5:00 pm

ATA is not responsible for any items not picked up by 5:00 pm on Thursday, January 12, 2017.



DESIGNATE A SOCIAL MEDIA LEADER

When the show floor opens your booth is going to be hectic, and your sales people will likely be busy with clients. Posting, engaging and monitoring is a full-time job so if you can afford it, bring a team member who is there solely for social media and marketing.

f

LIVE





EXIT TO CENTRAL CONCOURSE



AT THE TRADE SHOW?



THE 3 SECOND RULE

Does your stand clearly communicate your main message in 3 seconds?

This is how long you have before your visitor's attention wanders to another stand.

BAD EXAMPLE



PCB设计

PCB制板

器件采购

PCBA

PCBA
PCB设计
PCB制板

PCB设计及电子制造服务专家
Global PCB Design & EMS Specialist

PCB设计、PCB制板、器件采购、PCBA一站式服务
轨道交通、医疗、物联网、云计算、智能家居、新能源汽车等各行业2000多家客户的首选合作伙伴

PCB Design, PCB Fabrication, Part Sourcing
Highly recommended by over 2000 world-class companies in various industries, the internet of things, big data, cloud computing, new energies & services

hampco





BAD EXAMPLE

BAD EXAMPLE



BAD EXAMPLE





kreato
by santon

CUTTING BOARD SET





Qlight

INNOVATION IN
ALARM & SIGNAL

제18회 바도

EX 2016

INFORMATION

Qlight



0001

ETL KR CE



AWETA
EUROPEAN ASSOCIATION OF
WORKING ELECTRICIANS

CDIL
CIRCUIT DESIGN INSTITUTE

EURO
CIRCUITS

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY

SAMIT TRAINING UNIVERSITY



▲ PUTTING THE RIGHT PEOPLE ON THE JOB

■ Choosing the right people can significantly increase the chances of achieving and exceeding your show objectives.

Visitors judge a good stand on enthusiasm, friendliness, product and company knowledge, listening, consultative selling skills and professionalism. Having your staff excel in these areas will put you ahead of the competition.

BAD EXAMPLE



BAD EXAMPLE

Wonderful Pcb Limited



BAD EXAMPLE

Tools

TRAINING UNIVERSITY
NOCTI®
DA INTL GROUP

Tools Supply Chain Manager





NETENT
ENTER GAMING





PCB prøver

Vi leverer 99% af dit printbehov





▶ CHOOSE THE RIGHT MARKETING MATERIALS FOR YOUR TRADE SHOW!

■ Does your stand clearly communicate your main message in 3 seconds?

This is how long you have before your visitor's attention wanders to another stand.





The sales enablement platform that aligns with marketing

EXPERIENCE





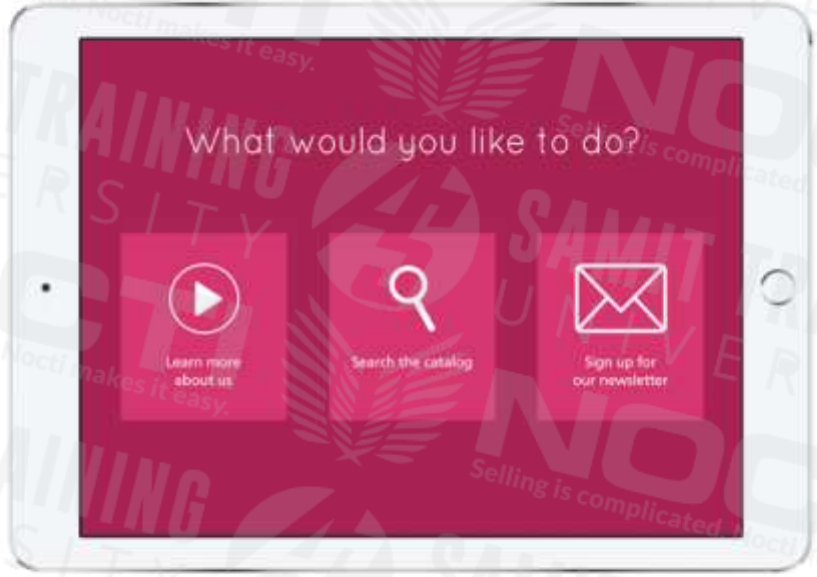
KIOSKPROAPP .COM

Kiosk Pro can display web pages, documents or audio & video files as a streamlined kiosk, ready for the public.

Start with [Lite](#)

Create a starting point

Define a homepage for your visitors. Set an idle timer so that when a visitor walks away, the next person will have a fresh experience, starting right at the beginning





VIRTUAL REALITY & TRADE SHOW

If you are presenting a virtual reality demo at a tradeshow, you must have a primary objective. The demo could help you generate awareness about your product, attract genuine prospects or engage visitors. This goal should help you build a VR demo accordingly.





PHENIX
Selling is complicated. Nocti makes it easy.

KADDAS
KALIA
Selling is complicated. Nocti makes it easy.

Selling is complicated. Nocti makes it easy.

SAMIT TRAINING UNIVERSITY
Selling is complicated. Nocti makes it easy.



AFTER THE TRADE SHOW?



MYFAIRTOOL .COM

Increase your exhibition's return on investment today - promote your booth, capture leads & convert prospects easily



WELCOME Let's have a quick overview

Rewards



Budget Beginner

Budgets Created - 0



Templates Beginner

Email Templates Created - 0



Tags Beginner

Tags Created - 0



Leads Beginner

Prospects Info Collected - 0

Get the offline app

 [Download on Android](#)

Reminders

List of events

News







Thank You

For Your Attention

