

TEN EASY WAYS TO CLOSE THE DEAL

Is it time to remember why you're in business? Ready to finalize the selling process by taking that final step? Make your move with these ten simple ways to finish the sale. Even a little girl with a lemonade stand knows the last step before profit is trading that cup for a nickel!

1. What can I do to get your business?
You don't get anything unless you ask! Help them through the process by answering all of their questions and erasing any doubt. Then ask the question!
2. What would it take to get you to buy today?
Do they have the authority and need to make the purchase? Offer them your cell or booth phone to call their boss or purchasing agent. Be sure you're talking to the person with the budget that can make the final decision.
3. Offer a show-only discount - must sign or purchase before close of show
And be sure to advertise it – on your exhibit, in the show directory, in the show daily, and at your reception or hospitality event. These days, offering this deal for 30 days after the event is common.
4. Tie an incentive to the purchase (gift, discount, extended warranty, etc)
Choose your incentives with care; help attendees identify with your company, product, and message. Don't give it away – the more they have to work for it, the more valuable it is.
5. Offer comparisons of your product to your competitor (be positive)
Be honest and constructive – not negative when comparing your product or service to a competitor. But be sure your message is clear – yours is better!
6. Define your benefits in simple terms
A simple bulleted list of benefits, capabilities, or features is perfect for an exhibit
 - ✓ remember you have 5 seconds to get their attention; 5 bullets one line each
 - ✓ list the benefits are exclusive to your product
 - ✓ be sure the benefits meet your client's needs – not yours
7. Provide outstanding, unfailing customer service
If you don't believe in your product 100%, improve it or create something better. Believe what you have is the best there is and stand behind it no matter what.
8. Offer a money-back guarantee if customer is not 100% satisfied

Stand behind your product and express guarantees in simple terms.

One caution: 1% of customers cannot be satisfied no matter what, be ready to tell them that perhaps you're not the best source for them and happily send them to your competitors.

9. Provide evidence that you will be in business for years to come

Present yourself and your company as if you've been around since dirt and will be here after the sun explodes. Solid wood, dark finishes, a solid backwall, and sturdy furniture all express this feeling.

10. Offer the payment option your client most desires

Know your customers and allow them to pay in any means relative to the price and value of your product.

Include any credit card or transaction fees to your product cost – not as an additional line item due to the method of payment. No one likes surprises when it comes to money.

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