

**FABTECH**

AWS WELDING FMA SME PMA METALFORM

# SUCCESSFUL EXHIBITING ARTICLE SERIES

## ARTICLE 2

## How to Reduce Your Selling Costs

By Jefferson Davis, Competitive Edge

With rising travel and transportation costs, putting your sales people in front of customers and prospects in the field is more expensive now than ever before. Effectively using tradeshow delivers a high-volume of interested, qualified face-to-face interactions at a dramatically reduced cost.

Ask yourself the following questions and carefully consider the facts that follow:

- **How many people does your average sales person see on an average day in the field?**

McGraw Hill research found the average to be 2.3 per day. Want to use your own numbers? Ask your sales management or sales team.

- **How many can they see on a tradeshow floor?**

A whole lot more! Simply multiply the number of hours a staffer works the booth by a conservative number of interactions per hour. It could be 20, 30 or more per day, per staffer.

**2.3 per day or 20-30 per day? The leverage is huge.**

Learn how to calculate your company's Exhibit Interaction Capacity by viewing FABTECH's State of the Art Exhibit Marketing Webcast.

- **What does it cost put a salesperson in front of a customer or prospect in the field?**

- A 2008 CEIR study estimates the cost to put one sales person in front of a customer or prospect in the field is \$569.

- **What does it cost to put a salesperson in front of a customer or prospect in your booth?**

- The 2009 Tradeshow Trend Study by Exhibit Surveys estimates the cost to interact with a buyer in your tradeshow booth is only \$267.

**\$569 per face to face contact or \$271 per contact? The savings are huge.**

The bottom line is this: If you want increased sales activity and reduced selling costs then take full advantage of the incredible opportunity FABTECH presents. It just makes good business sense.

Jefferson Davis, president of Competitive Edge is known as the "Tradeshow Turnaround Artist".

Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$500M. Mr. Davis is co-creator of the FABTECH Online Exhibitor Solutions Center program. He can be reached at 704-814-7355 or Jefferson@tradeshowturnaround.com.