

Working a Trade Show/Fair

By Kim Kelly

You begin by buying a shift from the Manager or leader that is in charge of the event. The cost of the shift covers the cost of renting the space and insurance. Each event has a different cost. All shift fees must be paid for in advance to the Manager that is running the event.

Arrive 10 minutes before your shift. When your shift starts, put out your catalogues, brochures or business cards. You should also have a minimum \$15 float in change with you, a pen, your date book, order forms and some host packages.

During your shift, try to book parties with the people that are stopping at the booth. You take turns with the other person on the shift and share equally. There will be a "Cash & Carry" provided from the office with product to sell on the spot. Superb will provide a price list for you to follow. Fill out an Order form for every sale so that you have a record of the customer's information for future use, and to include in your Reconciliation. Customers can pay by cash or Visa / MasterCard. If you are accepting credit card be sure to get full information from I.D. such as a drivers license (write it on the order form). When you take a credit card you can either use it on your next Tupperware order or bring it to the office to be reimbursed (only 97% because of processing costs).

You make a percentage of what you sell. You don't get any sales credit for items sold because it has already been provided by Superb. You may also take orders from customers for catalogue items. You WILL make Sales Credit on those orders as they are your customer orders and it is your responsibility to get the product to the customer after you ordered it. As with any order, the customer needs to pay for the order when it is placed, and they will pay you. Keep this separate from the Cash & Carry orders.

Your main focus at a trade show or fair is to meet people, book parties and recruit. Don't be discouraged if you don't sell much, most people don't come to purchase, but will date parties to receive the host benefits. Try to get everyone you meet to fill in a draw slip (draw gift *usually* provided by Superb or the Manager running the Fair). When you date a party, use one of the dating gifts provided and give your future host a Host package. Be friendly and smile. Avoid sitting in a chair and waiting for people to come to you. Make conversation and connect with everyone you meet—who knows they may be your next recruit or host.

If you are working a closing shift, be sure to cover the tables with the cloths provided. You may have to break down a bowl set or lay things on their sides. If you are the opening shift, arrive early enough to uncover and display the products neatly.

Before leaving the event fill in a Reconciliation sheet (provided in the work box from Superb) by following the instructions on the sheet for anything you sold (remember this is not the focus of your shift) and any dating gifts you used. Put the money you collected minus your commission as per the reconciliation sheet and the white copy of the order form in the envelope provided and seal it. Be sure to put the date, your name, the event and the amount enclosed on the outside of the envelope. Take this to Superb the next time it's open or give it to the Manager running the fair. Do NOT leave the cash in the workbook as the workbook is left unattended at night.

At the end of your shift, a draw is done from all the Draw Tickets (yours and the other consultants) for a semi-finalist. Put this in the envelope for the Manager and remember to keep a copy for yourself if yours was the slip drawn. Take all the rest of your Draw slips with you and **FOLLOW UP WITHIN 1-2 weeks**. After that time the leads are cold.

Don't linger at the booth and distract the next shift, instead head home and decide how and when you will follow up on your leads by using positive word choices and taking control of your datebook.

Here is a suggestion of what to say when following up on the lead slips:

Hi (customer name). It's (consultant name) with Tupperware,

I met you on (date) at the (event name), and you filled out a ballot for our draw. You indicated that you may be interested in a demo. I'm wondering which date would be better for me to deliver a gift for you and do the demo, (date1) or (date2)? Great! I'll get a host package out to you right away so that you can start inviting those friends. I'll follow up with a phone call in a couple of days and we can review the package and choose the type of demo your friends would prefer. If you have any questions in the mean-time my phone number is (phone number) and my email address is (email). I'm really looking forward to meeting your friends.