



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

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Top 5 Tips to Maximize Your Contacts and Meetings From IAAPA Expo 2021

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KNOW THE INDUSTRY

- Speak the Language
 - Penetration Rates
 - Per Caps
 - Average Spend
 - Food Cost
 - Labor Safety
 - Cost of Savings

KNOW YOUR CUSTOMERS

- Spend Time Researching
 - Know the Decision Makers
 - Walk the Parks
 - Learn their business
 - Understand the Differences Between Customers & their needs.

KNOW YOUR PRODUCT

WHAT PROBLEM DOES YOUR PRODUCT SOLVE

- Will it replace existing product?
- Does it create New Revenue?
- Is it New Technology?
- Does it save Labor or Create Speed of Service?
- Does it Improve Safety?
- What are Cost Benefits?

FOCUSED DISCUSSION

- **Customers Have Limited Time – Stay Focused**
- **Do Not Waste Your Opportunities**
- **Capture Good Notes.**



FOLLOW UP

Most Important Tip to Maximize Your Trade Show!

- Post Show Follow up is Critical
- Attendee's Biggest Issue with Trade Shows is the Lack of Follow Up
- Follow Up Should be completed within 14 days of show – or sooner!
- Follow Up Needs to Contain Information Customer Requested and focused to their needs.
- Make sure to capture data in CRM system.

QUESTIONS?

THANK YOU!



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