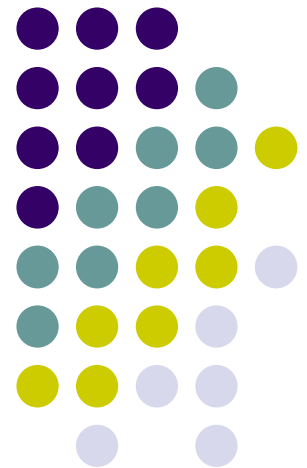
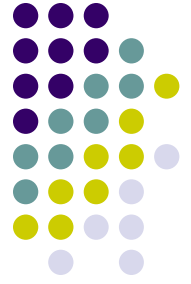


# Successful Shows and Events

“Borrowed” liberally (with permission) from Sally Cheney  
**Sally Cheney’s Superstore**  
Madison, TN  
from a presentation at Baby Lock Tech  
St. Louis, MO  
August 21, 2007

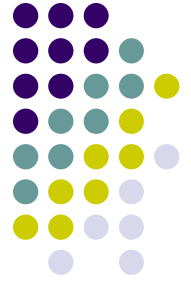


# Successful Shows & Events



- Following are paraphrased slides from Sally Cheney's presentation at Baby Lock Tech on Successful Shows and Events. Some slight changes have been made to adapt them to a non-industry-specific audience.
- What you won't get from these slides is Sally's enthusiasm for creating extra sales using this powerful tool. People buy when they're excited. People buy when they see others buy.
- Our job is to create that excitement and to continuously learn from our successes and our less-than-successes to improve future events and create more sales.
- Our thanks to Sally for allowing us to quote from her presentation, making the information available to more dealers.

# Successful Shows & Events



- Expect Success
- The difference between success and failure is often between our ears.

# Successful Shows & Events



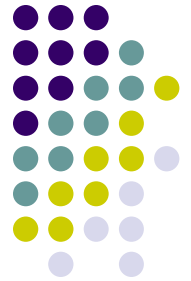
- Plan for success.
- Start Early.
- Who will work?
- Who will set up?
- What will the specials be?
- Who is your customer?
- What help will you get from your suppliers?

# Successful Shows & Events



- If you're charging for an event, make it affordable.
- 40 people @ \$75 = \$3,000
- 150 people @ \$35 = \$5,250
- Feed them!

# Successful Shows & Events



- Have the merchandise...there and ready to sell. (If people wanted to wait, they could buy over the Internet. mb)
- If you're having special guests, ask them what they're going to promote **AND HAVE IT THERE TO SELL.**
- Try bundles.

# Successful Shows & Events



- At an off-site event, spend the extra money, get a phone line, and accept credit cards. Your competitors may ask for cash or checks only.
- Be sure everyone knows you offer financing. (signage)

# Successful Shows & Events



- Advertise the show or event.
- Use email and your web site.
- Use store signs.
- Mention it in your newsletter.
- Ask everyone “Will you be at our special event?”
- Get your staff on the phone.
- Use advertising that works for you.

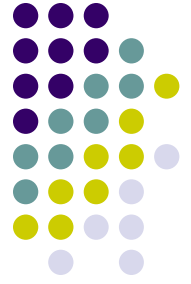


# Successful Shows & Events



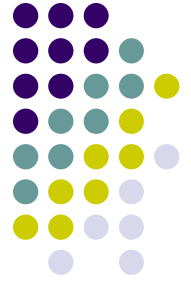
- Print the specials (for your staff's use).
- Create a “show catalog”.
- If it's an out-of-the-store event, drive people back to your store.
- If you're serving lunch, share the specials before lunch, not after.
- Be sure you have plenty of sales people.
- Pre-sell.

# Successful Shows & Events



- Pre-plan an after-the-show sale.
- Have a postcard or flyer ready to send.

# Successful Shows & Events



- Create a separate P & L for the event.
- Listen to what your customers are telling you.
- Adjust, adjust, adjust.
- Make notes so you will improve each event and each show year after year.
- Always, and I mean always...Offer Chocolate!