

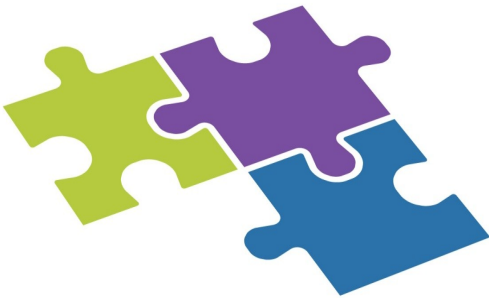
Tips of the Trade

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BestTipsOfTheTrade.com

Trade Show Follow-up Templates

TIPS
of the Trade



Developed with:

Morley & Associates

(818) 952-8102

OriginalVision.com

Trade Show Follow-up Templates #1

Courtesy of Tips of the Trade
Created by Morley & Associates

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Using the Templates

These follow-up templates, developed by Tips of the Trade and Morley & Associates, are idea-starters to save you time when making that critical effort to ensure that the investment in your booth pays off. They are a starting point only, the more time you spend reworking them to meet your specific needs, and to communicate in your own individual style, the more effective they will be. We recommend that you customize the wording of your emails before you leave for the show to ensure that your follow-ups can go out as soon as possible after the show.

Several optional paragraphs are included. Only the paragraph immediately following the bracketed *optional* label should be considered optional. All other text is intended to be included.

Placeholders, such as SHOW NAME should of course be replaced with the appropriate information, in the appropriate case (rather than all upper case).

Business to Business

Prospect—General

Thanks for visiting our booth at the SHOW NAME. I appreciate the opportunity we had to talk about how COMPANY NAME can help CLIENT COMPANY succeed by providing you with excellence in PRODUCT OR SERVICE.

I hope I was able to show you something new...

[Optional Requested Information Paragraph]

Attached is the information you requested. It can help you to better understand STATE EXPECTED BENEFIT FROM THE INFORMATION. More helpful information can be found on these Web pages INCLUDE WEB PAGE ADDRESSES AS A BULLETED LIST.

[Optional Follow-Up Paragraph for requested information]

I'll give you a few days to review this material, then follow up to make sure that you received it, see if you have any questions and if I can help you with some more information.

(OR:) Now that you've gotten to know us, don't hesitate to contact me with questions, requests for pricing or product information (or to request a bid), or to talk with me about anything else I can do to help you or CLIENT COMPANY.

Best regards,

[Optional Contact Information Paragraph]

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Prospect—Specific Product/Service

Thanks for visiting our booth at the SHOW NAME. I appreciate the opportunity we had to talk about how our PRODUCT OR SERVICE can help you and your company PRODUCT OR SERVICE BENEFIT.

[Optional Requested Information Paragraph]

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Best regards,

[Optional Contact Information Paragraph]

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Existing Customer—General

Thanks for checking in at our SHOW NAME booth. I especially enjoy seeing familiar faces at our booth and having a chance to catch up with our customers. You really made my day by telling me that INSERT QUICK REFERENCE TO WHAT THE CUSTOMER SAID ABOUT HOW YOUR PRODUCT OR SERVICE HAS BEEN BENEFICIAL.

I also appreciate the opportunity we had to talk about how COMPANY NAME can help CLIENT COMPANY continue succeeding by providing you with excellence in PRODUCT OR SERVICE.

I hope I was able to show you something new...

[Optional Requested Information Paragraph]

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Best regards,

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I look forward to speaking with you again soon.

Existing Customer—Specific Product/Service

Thanks for checking in at our SHOW NAME booth. I especially enjoy seeing familiar faces at our booth and having a chance to catch up with our customers. You really made my day by telling me that INSERT QUICK REFERENCE TO WHAT THE CUSTOMER SAID ABOUT HOW YOUR PRODUCT OR SERVICE HAS BEEN BENEFICIAL.

[Optional Requested Information Paragraph]

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Best regards,

[Optional Contact Information Paragraph]

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

To Consumer

Prospect—General

Thanks for visiting our booth at the SHOW NAME. I appreciate the opportunity we had to talk about how COMPANY NAME can help you by providing excellence in PRODUCT OR SERVICE.

[Optional Requested Information Paragraph]

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I look forward to speaking with you again soon.

Prospect—Specific Product/Service

Thanks for visiting our booth at the SHOW NAME. I appreciate the opportunity we had to talk about how our PRODUCT OR SERVICE can help you PRODUCT OR SERVICE BENEFIT.

[Optional Requested Information Paragraph]

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Best regards,

[Optional Contact Information Paragraph]

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Existing Customer—General

Thanks for checking in at our SHOW NAME booth. I especially enjoy seeing familiar faces at our booth and having a chance to catch up with our customers. You really made my day by telling me that INSERT QUICK REFERENCE TO WHAT THE CUSTOMER SAID ABOUT HOW YOUR PRODUCT OR SERVICE HAS BEEN BENEFICIAL.

I also appreciate the opportunity we had to talk about how COMPANY NAME can provide you and your family with excellence in PRODUCT OR SERVICE.

I hope I was able to show you something new...

[Optional Requested Information Paragraph]

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[Optional Contact Information Paragraph]

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Existing Customer—Specific Product/Service

Thanks for checking in at our SHOW NAME booth. I especially enjoy seeing familiar faces at our booth and having a chance to catch up with our customers. You really made my day by telling me that INSERT QUICK REFERENCE TO WHAT THE CUSTOMER SAID ABOUT HOW YOUR PRODUCT OR SERVICE HAS BEEN BENEFICIAL.

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[Optional Contact Information Paragraph]

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Business to Business Examples

Prospect—General Example (housekeeping service)

Thanks for visiting our booth at the All Business Expo. I appreciate the opportunity we had to talk about how Mega Housekeeping can help Mountain Top Insurance succeed by providing you with excellence in housekeeping services.

Attached is the information you requested. It can help you to better understand the total cost savings from outsourcing your company's housekeeping. More helpful information can be found on these Web pages:

- Web page address 1
- Web page address 2
- Web page address 3

Now that you've gotten to know us, don't hesitate to contact me with questions, to request a bid, or to talk with me about anything else I can do to help you or Mountain Top Insurance.

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Prospect—Specific Product/Service Example (housekeeping service)

Thanks for visiting our booth at the All Business Expo. I appreciate the opportunity we had to talk about how Mega Housekeeping's on-call service can help you and your company augment your in-house resources to better control on-going overhead costs.

Attached is the information you requested. It can help you to better understand the economic advantage of using experienced technicians to conduct annual maintenance procedures. More helpful information can be found on these Web pages:

- Web page address 1
- Web page address 2
- Web page address 3

I'll give you a few days to review this material, then follow up to make sure that you received it, see if you have any questions and if I can help you with more information.

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Existing Customer—General Example (furniture)

Thanks for checking in at our All Business Expo booth. I especially enjoy seeing familiar faces at our booth and having a chance to catch up with our customers. You really made my day by telling me that the way we handled replacing the furniture in your Burbank office was mentioned by your boss when you got your promotion.

I also appreciate the opportunity we had to talk about how Value Furnishings can help Mountain Top Insurance continue succeeding by providing you with excellence in office furniture.

Attached is the information you requested. It can help you to better understand how productivity is improved by ergonomically designed work environments. More helpful information can be found on these Web pages:

- Web page address 1
- Web page address 2
- Web page address 3

I'll give you a few days to review this material, then follow up to make sure that you received it, see if you have any questions and if I can help you with some more information.

Best regards,

**Existing Customer—Specific Product/Service Example
(furniture)**

Thanks for checking in at our All Business Expo booth. I especially enjoy seeing familiar faces at our booth and having a chance to catch up with our customers. You really made my day by telling me that the way we handled replacing the furniture in your Burbank office was mentioned by your boss when you got your promotion.

I appreciate the opportunity we had to talk about how Mega Housekeeping's on-call service can help you and your company augment your in-house resources to better control on-going overhead costs.

Attached is the information you requested. It can help you to better understand how productivity is improved by ergonomically designed work environments. More helpful information can be found on these Web pages:

- Web page address 1
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- Web page address 3

I'll give you a few days to review this material, then follow up to make sure that you received it, see if you have any questions and if I can help you with some more information.

Don't hesitate to contact me with questions, requests for pricing or product information, or to talk with me about anything else I can do to help you or Mountain Top Insurance.

I look forward to speaking with you again soon.

To Consumer Examples

Prospect—General Example (housekeeping service)

Thanks for visiting our booth at the Home Show. I appreciate the opportunity we had to talk about how Mega Housekeeping can help you and your family by providing excellence in housekeeping services.

Attached is the information you requested. It can help you to better understand the total number of hours that you and your family may be losing each week to basic housekeeping tasks. More helpful information can be found on these Web pages:

- Web page address 1
- Web page address 2
- Web page address 3

I'll give you a few days to review this material, then follow up to make sure that you received it, see if you have any questions and if I can help you with some more information.

Don't hesitate to contact me with questions, requests for pricing or information on our services, or to talk with me about anything else I can do to help you or your family.

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Prospect—Specific Product/Service Example (housekeeping service)

Thanks for visiting our booth at the Home Show. I appreciate the opportunity we had to talk about how Mega Housekeeping can help you and your family by providing excellence in housekeeping services.

I also appreciate the opportunity we had to talk about how our on-call service can help you and your family prepare for entertaining or over-night guests.

Attached is the information you requested. It can help you to better understand the total number of hours that you and your family may be losing each week to basic housekeeping tasks. More helpful information can be found on these Web pages:

- Web page address 1
- Web page address 2
- Web page address 3

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I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Existing Customer—General Example (furniture)

Thanks for checking in at our Home Show booth. I especially enjoy seeing familiar faces at our booth and having a chance to catch up with our customers. You really made my day by telling me how much your relatives enjoyed your new den furniture when they visited for Thanksgiving.

I also appreciate the opportunity we had to talk about how Value Furnishings can provide you and your family with excellence in home furnishings.

Attached is the information you requested. It can help you to better understand how the work of top European designers is now being incorporated into our new line of outdoor furniture that you are considering for your backyard deck. More helpful information can be found on these Web pages:

- Web page address 1
- Web page address 2
- Web page address 3

I'll give you a few days to review this material, then follow up to make sure that you received it, see if you have any questions and if I can help you with some more information.

Don't hesitate to contact me with questions, requests for pricing or product information, or to talk with me about anything else I can do to help you and your family.

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

**Existing Customer—Specific Product/Service Example
(furniture)**

Thanks for checking in at our Home Show booth. I especially enjoy seeing familiar faces at our booth and having a chance to catch up with our customers. You really made my day by telling me how much your relatives enjoyed your new den furniture when they visited for Thanksgiving.

I also appreciate the opportunity we had to talk about how our new fabric treatments for outdoor furnishings help to resist fading from sunlight.

Attached is the information you requested. It can help you to better understand how the work of top European designers is now being incorporated into our new line of outdoor furniture that you are considering for your backyard deck. More helpful information can be found on these Web pages:

- Web page address 1
- Web page address 2
- Web page address 3

I'll give you a few days to review this material, then follow up to make sure that you received it, see if you have any questions and if I can help you with some more information.

Don't hesitate to contact me with questions, requests for pricing or product information, or to talk with me about anything else I can do to help you and your family.

I return emails and voice messages within one business day. If you have a preference, please let me know how, and how often, you would like me to follow up with you.

I look forward to speaking with you again soon.

Developed by Tips of the Trade and Morley & Associates to help you build your business and retain customers.

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Visit the website to get our free E-newsletter with tips on how to grow your business.

Go to the Tips Store for products to increase sales.

Optimize Your Trade Show

www.BestTipsOfTheTrade.com

Ruth Fell Failer, Principal

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