



## Home Show & Event Guidelines

If you are thinking about doing a show or event, there are three critical phases: (1) Preparation, (2) During and (3) After. Proper planning and attention to the details in each phase will assure a successful and profitable event.

### I – Preparing for an Event

1. Venue
  - a. Type & Costs: Health shows, home shows, environmental events, farmers markets, swap meets, trade shows, festivals, fairs, etc
  - b. Booth placement.... look for good foot traffic & know you neighbors in advance if possible
  - c. Beware of conflicting or competing exhibitors
2. Materials
  - a. Signage, banners or backdrop that express main benefits
  - b. Samples printed materials & handouts
    - i. X39, Aeon, and Ice Wave Samples
    - ii. X39 Trifold
    - iii. Stem Cell articles
    - iv. Lead Sheets
    - v. Business cards
    - vi. Enrollment Form
    - vii. Executive Summary
    - viii. Optional: If you are doing a pre-scheduled follow-up meeting after the show be sure to have preprinted invitations
  - c. Table(s) & table cloths (solid color), Clip boards, pens, stapler, note pad
  - d. Optional: Computer playing testimonial, light or x39 video.
  - e. X39, LiveYounger and/or LifeWave shirts and hats?
3. Participation
  - a. Sharing of costs of event and materials
  - b. Committed attendance schedule of participants
4. Set-up
  - a. The night before if possible
  - b. If same day... arrive extra early so you are not rushed and can relax and breathe a bit before the crowds arrive and maybe meet some of the other vendors

## II - At the Event

1. Guidelines
  - a. Sharing prospects and supporting each other... there are plenty for everyone
  - b. When slow, fellow exhibitors are some of the best prospects, but be respectful if a prospect approaches their booth while talking with them
  - c. The most fun wins... and be a magnet for prospects
2. Ice-Breakers & Attention Getters....
  - a. Connect... heart to heart, and you are looking for leaders too!
  - b. "Are you familiar with Stem Cells"
  - c. "Would you like to try one of our Stem Cell Activation Patches?"
  - d. "Do you have any pain?"
  - e. If no interest: "Have a nice day" ...Next!
3. Use Lead Sheets
  - a. If you give them literature and/or a patch... get their name and contact info on a lead sheet
  - b. Ask permission to send them a short video from your InTouch App
  - c. put your immediately after they depart, initials on it, rate them on 1-10 scale and add some brief comments to remind you about them when you follow-up
4. We are in the sifting and sorting... not convincing business
  - a. X39 is not for everyone, but a great fit for the right people
  - b. Look for people that are open minded, have a need, and genuinely interested
5. Sales & Enrollment
  - a. People go to trade shows expecting to spend money, so be ready with clip boards and paper Enrollment Applications
  - b. If you have inventory to sell, be ready to take cash, checks, or credit cards if possible
6. Breakdown and Lead Sheet Distribution
  - a. When the event is over, be sure there is sufficient help scheduled to breakdown and everyone goes home with their own personal Lead Sheets

## III – After the Event... *The Fortune & the Friendship is in the Follow-Up*

1. Sort and Prioritize Your LEADS
2. Begin Sending Videos and Follow-Up
  - a. Leads cool quickly, so contact the best ones first (7's, 8's, 9's and 10's)
  - b. Consider creating and promptly sending a pre-written personalized thank you email, text or message with video via InTouch
  - c. Professional persistence wins the sale and people will appreciate your diligence
3. Follow-Up Suggestions
  - a. Offer 30-Day Risk Free Trial
  - b. Offer Samples
  - c. InTouch Videos
  - d. Invite to POP Webinar
  - e. Invite to 3-Way Call
  - f. Invite to Individual or group meeting