

# Using with Tradeshows Increase Your ROI with Less Cost

As if repeating, "So, what do you do?" a few hundred times isn't bad enough, you gain 20 pounds from eating miniature candies all day. Then you need to pretend to look busy as people walk past your booth since you don't want to look like no one is interested in your products. Oh yes, the joys of working in a tradeshow booth. Now, imagine playing a short movie playing that tells your story in a more enjoyable and educational way. Even casual passerby's will watch and understand your message because they won't need to speak to a salesrep or try to read a technical (and sometimes hard to understand) datasheet.

# A Process that's Easy, Friendly, and Delivers Superior Results

In this economy, we need to work smarter and more efficiently. This chart shows how you can use our services in all the stages of your tradeshow process. If planned properly, you'll be able to:

- Establish better relationships before the show.
- Get more people to stop by your booth.
- Educate and connect better.
- Execute better follow-up after the show.
- Reach people who didn't attend the show.
- Sell your other services to current clients.
- Sell deeper into existing customer accounts (other teams, departments, divisions.)
- Reach decision makers easier and faster.
- Shorten your sales cycle.
- Close more sales opportunities.

# AngelVision Services are used at Every Stage in your Tradeshow Process

Prospect	Qualify	Tradeshow	Follow-up	<u>Close</u>
Create Interest	Connecting	Rel. Buildg	Educating	Fol - through
Impact Movies	Impact Movies	Impact Movies	Impact Movies	Impact Movies
• Explainer	• Explainer	• Explainer	• Explainer	• Explainer
• Case Study	• Case Study	• Case Study	• Case Study	• Case Study
• ROI	• ROI	• ROI	• ROI	• ROI
• Guided Tour	• Guided Tour	• Guided Tour	• Guided Tour	• Guided Tour
Websites	Websites	Presentations	Websites	Websites
• Commerce	• Commerce	• PowerPoints	• Commerce	• Commerce
• Micro Sites	• Micro Sites	• Webinars	• Micro Sites	• Micro Sites
• Landing Pg's.	• Landing Pg's.	Documents	Documents	• Landing Pg's.
• Mobile	• Mobile	• Whitepapers	• Whitepapers	Documents
Documents	Documents	• Case Studies	• Case Studies	• Whitepapers
• Whitepapers	• Whitepapers	• Email Design	• Email Design	• Case Studies
• Case Studies	• Case Studies	• Newsletters	• Newsletters	• Newsletters
• Email Design	• Email Design	• Press Rel's.	• Press Rel's.	• Press Rel's.
• Newsletters	• Newsletters	Messaging	Giveaways	Messaging
• Press Rel's.	Articles	• Brochures	• Custom Books	• Brochures
Articles	• B2B Mags.	• Slick Sheets	• Bulk Books	• Slick Sheets
• B2B Mags.	• Digital - SEO	• Signage	• Journals	Consulting
• Digital - SEO	Consulting	• Graphics	Messaging	• Sales Process
Technology	• Sales Scripts	Giveaways	• Brochures	• Marketing
• CMS Dev.	• Messaging	• Custom Books	• Slick Sheets	• Sales Tech
• Software Dev.	• Booth Mgt.	• Journals	• Graphics	• Leadership

# Use your Impact Movie 8 Different Ways at All your Tradeshows

EMAIL FOR LEADS	PLAY IN BOOTHS	EMAIL FOLLOW-UP
Send email before featuring	Play on as many monitors	Send email as the perfect
your IM to get prospects to	as possible (partners,	follow-up for active leads, no-
visit your booth.	affiliates, suppliers, etc.).	shows and decision make/S,
ONLINE LINKS Link to it from the show's website, online directory, blogs, social media, etc.		PRESENTATIONS Show during breakout sessions, in your suite and during presentations.
1-ON-1 DEMOS	HANDOUTS	PUBLIC DISPLAYS
Give quick 1-on-1 demos from	Pass-out CDs & USB	Play it on public monitors
your iPhone or tablet with the	drives that play your	and displays where people
stand-alone version.	IM automatically.	assemble or wait.

# **Other Uses and Versions**

The best sales tools are useless if you don't use them. Whenever possible, we deliver our tools in different formats so that you can use them in these many ways,

- Emails
- Websites
- Demos
- Webinars
- Direct Mail
- Telemarketing
- Sales Calls
- Sales Visits & Follow-up
- Signature Lines & Links
- Partnerships
- Distributors
- Video Sites
- Social Media
- Handouts
- PR & Media
- PPC and SEO
- Foreign Markets
- Training

Call us today to get started along a better path. Your AngelCore Team 503-799-4412



# Tradeshow Sales Package Overview Flow Chart

Our Customer results show that our services are effective when used alone. However the results are magnified when used together with other sales tools. We offer two sales packages for two of the most common sales programs: webinars and tradeshows. The chart below shows how and where these tools can be used in your Tradeshow Sales Process. There are many opportunities before your webinar to boost attendance and results, but these activities need to be planned in advance. The AngelCore Tradeshow Sales Package includes one of each the following.

- Impact Movie
- Press Release
- □ Custom Landing Page
- Customer Case Studies (video or print)

**Custom Landing Page** 

# Before the Event

#### "Lead Generation" Activities

A successful sales process begins with activities to increase awareness and stack your sales funnel with qualified leads.

Of course, this varies by company, product and market, but our sales tools can boost the outcome of all sales activities, including:

- Emails, Phone Calls, Ads
- Direct Mail, Radio, TV
- PPC, SEO & Social Media

For each sales activity, you need sales tools to ensure that your efforts are successful. For maximum ROI, use every chance to spread your message and widen your sales net.

Custom Pre-Tradeshow Landing Page

We'll create a landing page that includes the essential information about your events:

- Sales materials and videos that can be forwarded to others
- Invitations for other contacts, divisions, distributors and decision makers.

#### "Check-in" Sales Activities

Custom Books, "Best in-booth giveaway"

Magazine Articles

You need to be constantly connecting with your Customers. The most common methods for relationship building are emails and phone calls.

With Advanced Tracking you'll be notified the moment someone reads an email or watches a video. Now focus your time on people who showed an interest in your services.

# Tradeshows – Conferences - Seminars

### Maximize your Tradeshow ROI

If you're going to invest your time and resources in a tradeshow, then make every dollar count. Get the most out of your marketing investment by speaking with one of our Sales Strategists. Also visit our website to get Webinar Sales Activity Resource Kit.

## "Follow-up" Activities

You want to use every chance to build relationships with your Customers. At each stage in your process, there are opportunities to assist and connect with Customers:

- Did they attend the event?
- Was it useful?
- What other info may be helpful?
- Are there sales opportunities in other departments or divisions?



# After the Event

### Post Event Landing Page

These sales tools are not just effective before your event. You can continue to use all your sales tools long after your event has passed.

Here are some typical follow-up sales activities. Like before, these resources are included in your Post Tradeshow Landing Pg.

- Techniques to reach Decision Makers
- Seminars, Sales Visits & Demos
- Newsletters, Whitepapers, Articles
- Impact Movies, Case Studies & Quotes

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# **Maximize Productivity & Efficiency**

Let us show you how you can use our services to boost the results for all your sales activities.

- Before to increase attendance,
- During to better connect & educate.
- After the event to sell deeper into companies and build stronger relationships with your community.

### "Next Step" Activities

You Next Step activities will vary. Here are some examples of how these tools can help move people through your sales process:

- Emails to keep selling, educating and connecting.
- Phone calls for reaching other dept's and Decision Makers.
- Direct mail or surveys for providing more useful info...



The AngelCore Tradeshow Sales Kit includes several tools to boost tradeshow effectiveness. These are proven and cost-effective marketing programs that maximize your ROI. Of course, all these tools can be used in all the stages of your sales cycle. Services may be swapped, but there is cost savings when multiple tools are produced at once. Contact your Sales Specialist for a quote on a custom set of sales tools for your company. List Rundle

The Base Tradeshow Sales Tool Package consists of the following:					Price:					
$\checkmark$		<b>ct Movie</b> - An Impact Movie can be used 20 ess. Reach decision makers and turn all your e	Call	<u>Call</u>						
$\checkmark$	upcoming	<b>ing Page</b> - A Landing Page can display impor events. Visitors can register for webinars, der rials, watch videos and broadcast your achiev								
$\checkmark$	Customers	<b>ies</b> - Nothing is more convincing to people th 5. We will research, write and publish two case npact Movie (video) Case Studies for an adde								
$\checkmark$		Articles – We can write articles about you ar of your choice. 100% guaranteed You get p								
$\checkmark$	Press Rele uncover m another sa									
$\checkmark$	<b>Custom B</b> You can w									
Addit	ional servi	ces to boost the results of your Tradesho	ow investments:							
	<b>Booth Gra</b> grab atten									
	Sales Mat through yo whitepape									
	<b>PowerPoi</b> the slides									
	Other:									
				List price:	\$					
				Discounts: Net cost:	\$\$					
Organ	ization:									
Billing	Address:									
Descri	ption:	AngelCore Tradeshow Package	Name:							
Cost:		(Enter from quote)	Title:							
Phone Date:			Email: Signature:							
Thank You										
-										

Please complete these forms with the help of your AngelCore Sales Strategist. Then, fax them to ANGELCORE 503-217-6036. The terms and conditions for the individual services apply. Visit our website for updates and new information. We look forward to helping you achieve your sales and personal goals.

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# Multi-Sales Tool Development Benefits in Time and Cost

In today's competitive business climate, it's getting harder to get ahead. You need to make every dollar count - and minute too. You need to get the most from your investments. At AngelCore, our goal is to maximize the sales ROI for our Customers. These companies are some of the fastest-growing in the world and include Microsoft, HP, Xerox, Epson, BP, US Bank, SAP, USDA and American Airlines. We do this by increasing sales, decreasing costs, reducing risks and saving you time. In the end you get better results and at a low price. Taking care of our Customers for less cost... reaching more people with a better message. That's what we do. Here are some of the ways our Clients are increasing sales while reducing their overall marketing costs.

#### **Experience that Minimizes Risks and Costs**

Don't wing it. We have years of experience helping our Customers achieve their goals.

- We know the tips and tricks, ins and outs.
- We will help eliminate the risks and pitfalls that can sabotage your results.

#### Anyone can make a sales video. We make Results.

We've made nearly 5000 sales videos. One thing we've learned is that their success is not a guarantee. Our goal isn't to make videos. It is to deliver tools that work for you. We do this with:

- tools that work and
- a superior sales process.



# Benefits of Developing Multiple Sales Tools at One Time

#### **Increase Sales**

It starts with having a "Sales Strategist" who works with you to see the big picture, such as:

- Integrating all your sales tools so they can benefit and support each other.
- Delivering our tools in different formats so that they can be used (1) many ways, (2) throughout the different stages in your sales process and (3) by others in your company.

#### Lower Production Costs

There is a great cost savings when you produce a few sales tools at one time. We will spend less time and effort for:

- Strategy, orientation and planning
- Branding, positioning and messaging
- Creating designs, repairing graphics, and so on.

### **Time Savings for You**

You'll save considerable time compared to creating these tools separately. It takes time to execute a successful advertising and sales campaign. And with each additional service, the savings are even greater. You'll spend less time:

- Explaining your company and product details
- Describing your challenges and sales process
- Locating and sending files, specs, photos, graphics
- Reviewing messaging, copywriting, designs, etc.



# Benefits of Having an Intrgrated Sales Process

### **Efficient Sales Process**

Together, we'll build a sales process around your specific needs.

- Don't spend valuable time and money where it's not needed. Instead, strengthen the areas of your sales process that are weak.
- Then use your time more effectively by using the right sales tool at the right time.

## **Superior Messaging**

We'll develop messaging that's speaks to your Customers' pain crafted from our proven story-telling model.

- Messaging that is targeted to your different market segments and different Customer needs.
- Messaging that helps you educate and connect with your audience.

# Focus on Results

You'll work with a team that understands the purpose of each tool and how it fits into your specific process. Our goal is to produce results by focusing on:

- Leading your Customers to the next stage in your process.
- Special offers, incentives and deadlines to target specific segments.
- Reaching markets that you were unable to reach before.

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