You enter a prospect’s office for your meeting, and the competition’s representative is still there. He or she is in the middle of a final story. What do you do?

It will definitely cut your stature to wait in the hall until the story ends. You want to interrupt without it looking like you interrupted. You go directly to the other salesperson, grab their hand in a warm, friendly way, and introduce yourself (or greet them if you know them already.) Now, of course, you have to shake the prospect’s hand – so he or she doesn’t feel slighted. When you’ve finished all these introductions or greetings, throw the ball back to the other rep to finish his story. By then, the story will have lost its momentum and it leaves him with a weak exit.

 

# Handling an Awkward Entrance

Presenting information about World Pac Paper and our industry is what we do. Learn about the company, there is always something new happening. Learn about the various products and solutions we offer. Learn about the advantages clients and customers have when they buy World Pac Paper.

Your first meeting will usually require you to tell something about the company. Whether you use the general company presentation, a modified version focusing on your topic of interest, the company brochure or other informative literature. . . . know this material. No one can tell our story like we can tell our story. We have a lot of talking points to share. It is up to you to know what salient points are important to share during that initial meeting or on subsequent meetings with customers or prospects.

A few presentation tips are always helpful:

* Stay focused. Don’t try to cover more than one or two points. The key is to find something distinctive, something that zeros in on the client and their business in a single-minded way. That guarantees that, after you leave, the client will recollect something of real substance.
* Constantly monitor how attentive your audience is. Maintain eye contact with your audience. If somebody is not giving you his complete attention, you may want to speed up the presentation, go on to the next section, or ask, “Is there anything else you would rather talk about?”
* Encourage feedback after you make a major point. Ask the customer/prospect “Do you have any questions?” or “Does everybody agree with what I’ve just said?” or even “Is this making sense to you?”
* Control all material; don’t pass handouts around until after the presentation is over. If you circulate your handouts while you are still talking, your audience will start to read them – and ignore you.



# Presentation Tips

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Notes from the Chair

# Trade Show Survival Kit

 

The trade show season is upon us. There are some of the best trade shows and conferences ahead, in the next couple of months. The Pac Expo, being held in Las Vegas, Nevada from September 26th through the 28th and the annual conference sponsored by the National Minority Supplier Development Council (NMSDC) in Atlanta, Georgia are two of the best. NMSDC conference and business opportunity fair will be held in Atlanta, Georgia from October 30th until November 2nd.

Whether you are exhibiting or merely attending, trade shows and conferences are wonderful breading grounds for new prospects, new relationship building opportunities and environments ripe for sparking fresh ideas. If you’re exhibiting at a trade show, you have to be prepared for both the unexpected events and the expected long stretches of tedium. Even if you are not exhibiting, you will have to find ways to maximize your time in the competitive environment of an industry show.

There are a couple of things you should keep on hand, and on your mind, to prepare for the hours of walking and talking so you can capture all of the salient gifts that are present at industry shows. *Being prepared* is the motto of choice:

**Have plenty of business cards on hand.** You will need to have something to leave that person with whom you have spent some time talking. Make sure you leave them with a way to contact you, but more importantly, make sure you have their contact information to follow-up that stimulating conversation you began at the show.

**Breath mints.** No attendee wants to endure a hail of halitosis while listening to you pitch our products and solutions. Even if you think your breath is as sweet and fresh as a spring day, periodically pop a mint in your mouth to keep your breath fresh and your mouth moist for optimal talking.

**Have some company marketing materials to pass out, as appropriate.** We have various forms of company collateral marketing tools for

you to share. It may be a one-sheet on a particular product or our general company brochure. Remember, these items can easily be customized to a specific product and solution or made to contain you professional contact information.

**Plan ahead.** Decide ahead of time what you will need for the particular show or conference you want to attend. Make sure you have looked at the show agenda or schedule so you can maximize your time. The big shows have lots of activity and it can be easily overwhelming and confusing to decide once you are at the show. Make sure you have all of the materials you need, in advance. If there is something special you want to take to the show, plan ahead of time to be sure you will have what you need when you need it.

**Meetings during the show.** You may want to arrange to meet with a current customer of yours or join someone else from World Pac Paper, who may be meeting with one of our customers. This is a good time to also arrange to meet with our suppliers, who more than likely will also be attending these popular industry events. Set up those meetings before you arrive at the event. It fills your time. It makes excellent use of your time and you may gain new insights when meeting face-to-face in an energetic environment like these shows.

The bottom line is to be ready for everything and to make the best use of your time and investment in attending the show. Opportunites are all around, you just have to be present to capture them as they are thrown to you!

*We’re on the Web!*

*Visit us at:*

www.worldpacpaper.com

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