

What the customers wants VS what they can afford



"Selling against cheaper Exhibitions"

In every walk of business life there is a cheaper option. Cheaper is not necessarily and very often not better. Exhibitions have a really varied pricing structure but cheaper will always be there. Too often we concentrate on the cheaper exhibition and not the reason why we are dearer for a reason. No very client buys on price so let us help you with...

1. Selling against cheaper shows
2. Understanding your USP and why you are different
3. Analysing and working with the price conscious exhibitor
4. The real impact of working with a cheaper show
5. Selling your show not the price