



## "Selling space at competitors shows"

We all need to find avenues to get potential clients for our shows....a competitors show is always a place to find potentials. However exhibitors are at that show to sell not buy but this doesn't mean we can't get business there, it just needs a different and more soft sell approach. If you approach it the right way it's a fantastic place to gain exhibitors...We have been doing this for years so let us help you...

1. Develop a strategy for working competitor shows
2. The future business approach
3. Work up a courtesy call mindset
4. Make competitors shows work for you
5. Learn when to push and when to back off