

Vendor events, expos, tradeshows are effective ways to expand your business and open up new areas. With a little research, efficient planning and effective follow-up, they can build and expand your business.

BENEFITS OF VENDOR EVENTS

- Build interest in the product by helping attendees discover the L'BRI difference.
- Build your calendar by promoting the benefits of booking a Show.
- Build your customer base by generating new leads.
- Build your team by offering the L'BRI business opportunity.
- Build your Consultants' businesses by inviting them to participate with you.
- Build your brand – not only the L'BRI product and also YOU as a skin care and makeup expert.

SET SOME GOALS

Do you want to gain 30 new customers, book 3 new Shows, identify 5 sponsoring leads? What is your biggest objective? What do you want to focus on?

HOW TO FIND VENDOR EVENTS

- The internet is a great resource. Google "craft or trade shows" to get started. Here are two popular ones:
 - www.eventlister.com - Type city, area, county to locate events coming to your area
 - www.craftmasternews.com - Lists fairs, festivals, home & garden shows, trade shows, etc.
- Ask customers if they know about any vendor events in your area or an area you'd like to build in.
- Local event calendars on the city calendars, city recreation centers, colleges, etc.
- Online publications and newspapers.
- Chamber of Commerce – You can take advantage of lots of free services without being a member. You can have access to a calendar of events listing what's happening in your city. Offer to get involved. It's another way to meet new customer leads.
- Local clubs, associations, women's events, networking groups, charity groups, etc.
- Job fairs at colleges and career days.
- Local shopping malls.
- Trade magazines – Usually located in the back of magazine: bridal, home, gardening magazines, etc.
- Local festivals - Wine & Balloon Festival, Taste of Italy, Irish Festival, etc.

QUESTIONS TO ASK EVENT COORDINATOR

- How many people are expected to attend?
- How is the event being advertised?
- How many days are involved? Do you have to break down your booth each day?
- Do you get a list of attendees? This gives you a chance to market to those who don't stop at your booth.
- Who is the target market? Women, general public, gardeners, craft lovers, etc.?
- What is the cost? You may not want to spend more than \$50 - \$100 so you are able to get your return on investment quickly. And, sometimes smaller, less expensive events produce even better results than big expensive ones. Consider how much business you need to generate to pay for the event?
- What is provided and what do you have to bring?
- Is electricity available?
- What is the booth size?
- Where is the booth location? Request a booth located in a busy traffic area to get the most visibility. Avoid being close to another skin care product table.
- When are you able to set up?
- Will they be doing a drawing? You might want to consider contributing if your booth will get extra recognition.

WHO WILL PARTICIPATE?

There are lots of advantages of inviting some of the Consultants on your team to participate. It helps them get product, booking and sponsoring leads and also builds relationships with you and other team members. Plus, it's more fun working together!

Before the event, meet with those participating. Train them by discussing what to say, how to attract people to your booth, and how to use the Drawing Slips. Review your display. Cover what you expect from them (be on time; be dressed to make a positive and professional impression; be enthusiastic and be committed to follow up within a few days. Also discuss what they can expect from the event. Be sure to review how leads will be distributed. It's helpful to print Drawing Slips on different colored paper – one color for each Consultant participating or have them initial their Slips.

TIPS FOR SETTING UP

- Keep set up as simple as possible by preparing in advance and packing so it's easy to unload.
- Determine your key goals and set up to highlight them. For example: If you want to book new Shows, have the center focus on "Book a Party, Pop a Balloon, Get a Gift" to attract visitors to book.
- If you are limited to one table, push it back to allow space to stand in front of it.
- An ideal set up is 3-4 tables set in a U-shape that draws people into the space.
- If electricity is available, use some small lights to spotlight key part of your display and play spa music to create a relaxing, pampering mood.

DOs and DON'Ts FOR A SUCCESSFUL EVENT

DO...

- ✓ Notify the L'BRI home office of your participation in the event. If visitors contact the office, they will know to refer them to you.
- ✓ Be friendly and approachable. Smile, greet people, and be relaxed. If you are having an enjoyable time interacting with people, it shows. People are attracted to those who are enthusiastic!
- ✓ Connect with people not just collect people. Show an interest by engaging them in conversations.
- ✓ Look and act professional. Wear your L'BRI name tag which places your name and L'BRI in a visitor's direct line of vision as you greet them. Wear appropriate L'BRI logo items. Radiate class and elegance to reflect the image of the L'BRI product!
- ✓ Write notes on their Drawing Slip to help you remember something special about the visitor. This will help personalize your follow-up call.
- ✓ Build friendships with other vendors at the event. Offer them product information and samples.
- ✓ Be super nice to event coordinators. Their role is very stressful and some vendors might be demanding and difficult to work with. Being kind and offering to help can sometimes bring benefits your way. You will be appreciated and remembered. You may even be asked to do a special presentation at the event or be given a premier booth location.
- ✓ Take pictures of your display to refer to when you're setting up for future events.
- ✓ Review the results of each event and consider how you can improve your next one.

DON'T...

- ✓ Wait for people to come up to your booth. Reach out to them!
- ✓ Ask YES or NO questions. Don't ask, "Have you heard of L'BRI?" Or, "Do you want to try our facial peel?" Asking open-ended questions will get and keep visitors at your booth longer.
- ✓ Chit-chat amongst others working in your booth. Visitors may assume you are busy and pass you by. Sitting down takes you out of the game.... be in the front of your booth!
- ✓ Eat, drink or chew gum. Just have breath mints and water available.
- ✓ Place handbags and extra supplies so they can be seen. Put them out of sight.

WHAT TO BRING

<p>Create a Dynamic Display:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Select colors compatible with L'BRI branding. <input type="checkbox"/> Tables, if they are not provided <input type="checkbox"/> Tablecloths – Black makes a nice backdrop. It's best if tables are fully skirted. <input type="checkbox"/> Use boxes or lifts to elevate parts of the display. <input type="checkbox"/> Position the most important items at eye level. <input type="checkbox"/> Add lights to enhance appearance, bring an extension cord. <input type="checkbox"/> Decorate for the season. <input type="checkbox"/> There are display posters boards available in your shopping cart under Business Tools. <input type="checkbox"/> Make your displays work to attract visitors at first glance! Simple, uncluttered, clean, fresh looking tables can be your visual assistants. <input type="checkbox"/> An aloe vera plant helps to emphasize our first ingredient. <input type="checkbox"/> Pretty dish to hold small paper wrapped candy. 	<p>Product supplies:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Display unused, full-sized, clean products. <input type="checkbox"/> Set up the products contained in the Showcase. It's a great sponsoring visual. <input type="checkbox"/> Display some makeup products. <input type="checkbox"/> Sample sets in each skin type. (Include a business card, Rebate Form and be sure your contact info is on the Instructions.) <input type="checkbox"/> Rebate Forms, (Sample is in the Learning Center.) <input type="checkbox"/> L'BRI vs. the Competition flyers. <input type="checkbox"/> Product catalogs. <input type="checkbox"/> Prunes to illustrate the hydrophilic effect. <input type="checkbox"/> Before & after pictures from the L'BRI website.
<p>Booking supplies:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Your calendar. <input type="checkbox"/> 7-8 Balloons with product gifts written on slips of paper inside (Book, Pop, Get a Gift). <input type="checkbox"/> Hostess Packets. 	<p>Sponsoring supplies:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsoring Folders with Income Opportunity-Get Paid Weekly flyer, Income Opportunity tri-fold flyer, New Consultant Quick Start Rewards flyer, and a Full/Skin Care Showcase flyer. <input type="checkbox"/> Extra Income Opportunity tri-fold flyers.
<p>Supplies for sampling:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Rejuvenating Facial Peel, spatula, spray water bottle, soft cloth/cotton pads to remove. <input type="checkbox"/> Hand & Body Lotion or Body Butter. <input type="checkbox"/> Trash bag taped to the back of the table for soiled items. <input type="checkbox"/> Cash for making change. 	<p>Supplies for gathering names:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Drawing Slips. (Options are in the Learning Center.) <input type="checkbox"/> Several clip boards and pens. <input type="checkbox"/> Bowl or basket for drawing from completed slips. <input type="checkbox"/> An invitation to a L'BRI event to be held within next 7 days. Attach 3 tickets to it (one for them and two for friends). Share the benefits of product, hosting and opportunity at this event.
<p>Signs:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use simple words printed in BIG letters. <input type="checkbox"/> Presentation Boards – especially the L'BRI Opportunity, Skin Care and L'BRI vs. the Competition. (Available in your shopping cart.) <input type="checkbox"/> Table easels to hold Presentation Boards. <input type="checkbox"/> Banner with L'BRI logo. <input type="checkbox"/> Supplies to attach signs – tape, string, scissors, etc. 	<p>Some sign ideas:</p> <ul style="list-style-type: none"> <input type="checkbox"/> To attract sponsoring: Be the first in your area! Now hiring! <input type="checkbox"/> To attract bookings: Current Hostess Special in an 8 ½" X 11" photo frame; "Book a Party ~ Pop a Balloon ~ Get a Gift!"; Place "Get Me FREE! Ask Me How" by a WOW product or "Have a Fun Ladies Night!" <input type="checkbox"/> To attract new customers: "FREE Facial and Makeover!"

NOW THAT THE EVENT IS OPEN

- ✓ Stand in front of your table.
- ✓ You only have about 10 seconds to engage attendees, so you need to sell your message quickly and boldly. Be brief, it's not a Show.
- ✓ Encourage people to experience the Facial Peel and fill out a Drawing Slip for a chance to win some L'BRI product valued at \$_____.

Demo the Rejuvenating Facial Peel for an instant WOW!

1. Grab attention by offering interactive hand treatments. Apply a small amount of Peel and ask her to spread a thin layer on the back of her hand. Tell her that it will take about one minute to work and that the Peel is going to breakdown the protein bonds that are holding the dead skin cells together. It's very gentle. The active ingredient is papaya. Ask her to enjoy the scent.
2. While the Peel is on her hand, tell her a little about L'BRI: Aloe vera based, pure and natural, effective and affordable. Refer to key points in L'BRI vs. the Competition.
3. When the Peel is ready to be removed, have her lightly rub her hand in a circular motion. It should start to feel gritty. "That's your dead skin! It will do the same magic on your face!"
4. Use the spray bottle to wet her hand and wipe off the flaking skin with a soft disposable cloth.
5. Ask her to compare her hands and notice how soft and smooth the treated hand looks and feels.
6. Let her know that this is just one step in L'BRI's amazing skin care routine.

- ✓ Offer 5-minute makeovers.
- ✓ Invite people to book a date with you, pop a balloon and get the product gift that is on the slip of paper inside the balloon at their Show.
- ✓ You can take visitors on a quick tour of the three sections of your booth: highlight the product, benefits of hosting a get-together with friends and taking a look at the L'BRI income opportunity.
- ✓ If possible have a small card table and two chairs to share the info in the Sponsoring Folders for those who show an interest. Offer a gift for starting that day.

You can't wait for people to approach your table. Draw them to you by smiling warmly and saying things like... "I've got a one-minute hand treatment for you!" OR... "Here's a treat for your hands." You can also begin a conversation by giving them a compliment... "What a gorgeous necklace! Did you get it locally?"

Here are some effective words to say shared by *Laurie Atwater*:

"I'm Laurie with L'BRI PURE n' NATURAL. What's your name? What brings you to the expo today? We're here for a few reasons. One is we're offering simple hand-treatments with our fabulous Rejuvenating Peel." While it's on the back of her hand, let her know that you're offering Sample Sets to take home to get a feel for the product and how great they feel." (Laurie makes up her own Sets and sells them for \$5.00. The Sample Set packet includes a \$5.00 Rebate toward the purchase of a Trio or Basic Set within 10 days of the event.)

"May I share two other reasons why I'm here?" WAIT for response. "Let me show you what else we have to offer." Show her the areas of your display that highlight the business and hostess opportunities.

"We're new to this area and we're looking for women to join our company. Women who would like to make an extra \$500-\$1,000 a month in a very flexible way. We are also looking for women who would like to host a fun in-home Facial Experience with their girlfriends!"

"Which seems the most interesting to you?" (Her reply) "Oh, great, hosting a free L'BRI Facial Experience. I want to give you a Hostess Packet and see which free gift you'd like for selecting a date with me today. Let's see what day works best for us." (Bring her gift to her party.)

If she expresses an interest in the opportunity, you can say, "Right now we have a terrific start-up program. I'd love to connect with you to discuss it more. Would you take some information home and take a look? I would really like your feedback. (Set a date/time to discuss the income opportunity.)

Be sure each visitor fills out a Drawing Slip and make notes on it to help when you do your follow-up calls.

THE END IS JUST THE BEGINNING! Here are some important tips for following up:

- The 48 hours following the event are equally as important as time spent at the event itself! Following up within two to three days is a MUST! To fully achieve the most success possible, prioritize your leads and make follow-up calls to your booking and sponsoring leads within that timeframe. Remember: Everyone is a lead. Make plans to contact all of them.
- It can be quite helpful to pair up with a "follow-up buddy" to hold each other accountable for making calls, encourage each other, and celebrate your successes.
- Prepare a script and practice it so you're more comfortable with what you will say. This helps keep you focused and builds your confidence.
- Have supplies ready: order forms and calculator for product sales; calendar for bookings and opportunity appointments.
- Have your open dates ready to give to the potential customer so you can book them easily. You will also appear very prepared and professional.
- If you did a drawing at your booth, let them know what they won. It can be a Sample Set if they didn't purchase one or a little makeup bag loaded with samples. And always let them know that they also won a pampering session. Don't mail the drawing gift to them. If possible, rather than mail their gift, make an appointment to give them a free facial or book a Show with them, so you can deliver it.
- Before each call, refer to the boxes that were checked and the notes you made on the Drawing Slips.
- PICK UP THE PHONE! Put on your game face: Smile! Smiling helps you sound friendly and warm. Call until you have actually spoken to five people; leaving messages don't count. By talking with at least five people at a time, you'll build momentum and confidence!



Successful Vendor Events

Here are some effective words to say when you are following up with leads shared by *Maria Burgos-Woods*:

"Hi ____! This is (your name) with L'BRI PURE n' NATURAL. We met the other day at (name of event) and I am so glad you stopped by my booth. Have you had a chance to try your samples? (her reply) GREAT! Which one do you like the most? (her reply) I am so excited to hear you love the (product) . I'm calling to let you know that you won our drawing and you will receive (gift item) as a free gift from me. And, I also want to share one more thing that you've won, are you ready? (Her reply) Just for stopping by my table, you also receive a FREE makeover (or skin care facial) for you and four or more of your friends, a \$250 value! I'll be in your area on day/date and day/date , which time works the best for you?"

GET OUT THERE AND EXPAND YOUR BUSINESS!

Successful vendor events can provide a constant flow of new customers, hostesses and new Consultants. They are a great way to help you expand your L'BRI business. So, do a little research, select a few events that best fit your goals and have fun getting out there!

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