

***How To Generate
Enormous Profits Doing***
Trade Shows

By Jim Armstrong



“Crush The Competition”

Important Notices

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Introduction

Done correctly, tradeshow are a powerful way to generate huge profits for your business. The problem is, most flooring dealers go about it all wrong. They basically just move their showroom to the tradeshow and wait for customers. Sometimes they'll have some kind of a drawing, but, again, they go about it all wrong.

You're going to learn a step-by-step system for making a ton of money with tradeshow, and have fun doing it!

Use these strategies for any kind of event

These strategies and contests can be used for Chamber of Commerce mixers, tent sales, weekend events, etc.

How It's Done

The idea behind doing a tradeshow is to treat it primarily as a lead generation strategy. Here's how it works:

Booth set up

1. Set up your booth as you normally would; with samples, displays, etc.
2. Get 6-8 client photos and testimonials and have your printer blow them up to poster size. Display them throughout your booth.
3. Have a banner made with your business name and guarantee. (I include a sample later on.)
4. Have a banner made announcing the contest. (I include a sample later on.)

During the show

1. People sign up for your flooring sweepstakes.
 - a. When they sign up, they'll be filling out an entry form that gives you all their contact info, size of their home, if they rent or own, etc.
 - b. KEY: Don't wait for people to approach your booth and sign up. Keep 6 clipboards handy with sign up forms and approach people as they walk by. I'll explain in more detail later.
2. Some people will want to schedule a Design Audit right at the show, so have your calendar handy. You may even be able to begin the Design Audit process with some of them, and schedule the in-home visit right at the show.
3. Hand out consumer awareness flyers.
4. Have some kind of tradeshow "special" for anyone who purchases at the show. It could be a discount, a free vacuum, every 4th or 3rd room free, a weekend in Vegas, etc. Be sure to promote "No payments or interest for 12 months." In other words, have a reason for them to buy RIGHT NOW!

After the show

1. Select one Grand Prize winner from all the entries.
 - a. To get their grand prize, this person must agree to let you take before and after photos and/or videos of their floors, and obtain an audio and/or video testimonial for use in your marketing.
2. Select your 2nd place winners
 - a. Eliminate all renters, and anyone else who doesn't match your criteria for an ideal client.
 - b. EVERYONE ELSE comes in 2nd place.
 - c. They receive a gift certificate for \$250.
 - d. Follow up with them with a letter and a phone call.

That's it in a nutshell. Let's dig in and cover the specifics.

Tradeshow Checklist

In your booth you'll have displays, samples, order forms, brochures, product literature, etc. In other words, anything you have in your store to sell flooring you'll have at the tradeshow. Along with those you'll also want to have the following:

- Contest Banner
- Guarantee Banner
- Contest entry forms
- Contest table-top display
- At least 6 clipboards and pens
- A box with a slotted top in which to put the entry forms
- Testimonial posters
- Design Audit Forms
- Calendar to schedule Design Audits and in-home visits
- Design Audit table top display
- Consumer awareness flyers

Tradeshow Booth

On the next page are sample banners. The brighter the better. Yellow background with black or red print really shows up.

**"You'll Be Thrilled With Your New Floor...
Or I'll Replace It FREE!"**

***-Jim Armstrong
Owner, Jimbo's Floors***

Jimbo's Flooring Sweepstakes

**Enter To Win New Floors
For Your Entire Home!**

Register Here!

Home & Garden Show Flooring Special

Get Every 4th Room FREE!

***Also...\$0 Down, \$0 Interest,
\$0 payments For 12 Months!***

Testimonial Posters

Take client photos and testimonials to your printer and have them blown up to poster size. Display these throughout your booth. These do not need to be fancy. They should NOT be professional photos; just snapshots. Professional photos (like you have in your brochures) look like you hired actors. Below is a sample layout.

**Barry & Diana Johnson
Got The Flooring Of Their Dreams!**



“We’re totally thrilled with our new hardwood floors. And the service at Jimbo’s Floors was outstanding! They treated us like Royalty! We refer everyone to Jimbo’s!”
-Barry & Diana Johnson, Owners of Sierra Nursery,
Yuba City

Flooring Sweepstakes

On the next page is a sample table-top display. You can get 8.5 x 11 table-top display holders at an office supply store.

After that is a sample contest entry form.

How to get people to sign up for your sweepstakes:

- Depending on the size of the show, print up 500-2,000 forms. Three forms will fit on one sheet of 8.5x11. Have your printer cut each sheet into three pieces and glue-bind them on the ends like notepads. Very inexpensive.
- Keep 6 clipboards with a pad of forms clipped to each one
- \$10,000 Tip: DON'T wait for people to approach your booth. Always have one or two employees standing in the aisle (NOT behind a counter or booth). As people walk by, approach them with a clipboard and pen, and say, "Hi, would you like to enter to win new floors for your entire home?"
- People will tend to walk by in clumps, so you want to have a lot of clipboards handy so people don't have to stand around waiting to sign up.
- Keep some clipboards on a table next to the entry form box. Some people will sign up without prompting, but don't count on it. YOU must approach THEM.

Register Here

To Win

FREE

Flooring For Your

Entire Home!

FLOORING SWEEPSTAKES ENTRY FORM/Jimbo's Floors

(Please print)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

How many square feet is your home? _____ Do you own or rent? Own _____ Rent _____

How old is your flooring? _____ years. "I plan to replace my flooring in" 1 Mo ___ 3 Mos ___ 6 Mos ___ 12 mos+ _____

Would you like us to contact you for a free, no obligations Design Audit? Yes _____ No _____

Above constitutes permission for an agent of Jimbo's Floors to contact you by phone, mail or email.

FLOORING SWEEPSTAKES ENTRY FORM/Jimbo's Floors

(Please print)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

How many square feet is your home? _____ Do you own or rent? Own _____ Rent _____

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How many square feet is your home? _____ Do you own or rent? Own _____ Rent _____

How old is your flooring? _____ years. "I plan to replace my flooring in" 1 Mo ___ 3 Mos ___ 6 Mos ___ 12 mos+ _____

Would you like us to contact you for a free, no obligations Design Audit? Yes _____ No _____

Above constitutes permission for an agent of Jimbo's Floors to contact you by phone, mail or email.

Design Audit

Even though the main objective of the tradeshow is to generate leads, some people may want to get a quote right then. Take them through the design audit process just like you would in your store. Then schedule an in-home visit. Make sure you have your calendar at the show so you can schedule appointments.

On the next page is a Design Audit table top display. You could also make a banner out of this.

How A Jimbo's Floors Design Audit

Makes Finding The Flooring Of Your Dreams

Fun And Easy!

Investing in new floors is one of the biggest interior decorating decisions you will ever make. There are literally tens-of-thousands of floor covering options, and making the right choice can be overwhelming for many consumers.

Here's exactly what will happen during your "Audit:"

- We will walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation.
- We will analyze your home's traffic patterns.
- We will assist you in choosing the best flooring to meet your decorating goals and your practical needs.
- You will receive a written, customized "maintenance" plan with our professional recommendations for getting the longest life and beauty out of your new floor.

Sign Up Today For A FREE No-Obligation Design Audit!

Consumer Awareness Flyers

On the next page is a flyer you can model to hand out at the tradeshow. Everyone who signs up for your contest should get one, as well as anyone else who happens by your booth.

Have several thousand printed up on brightly colored paper, double-sided with the testimonials on the back.

WARNING

Don't call or visit any floor covering dealer
until you hear this
**24-Hr. FREE Recorded
Consumer Awareness Message**

You Will Learn...

- *How to turn your floor-buying nightmare into a dream come true*
- *How to avoid predatory floor dealers*
- **6 mistakes to avoid when choosing a floor covering store**
- **The 3 “Dirty Little Secrets” about installation that floor covering dealers pray you NEVER find out**
- **4 steps to getting the beautiful floor of your dreams...WITHOUT the stress!**

Call 24 Hrs. 1-800-123-4567 Ext. 1201

If You Aren't Thrilled With Your New Floors I'll Replace Them FREE!

**When your purchase flooring from Jimbo's Floors,
you are protected the most amazing guarantee in the business!**

If at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

Sincerely,
Jim Armstrong/Owner Of Jimbo's Floors
530-790-3338
1234 Jones St., Yuba City

What Others Are Saying



Read What Your Friends, Neighbors And Relatives Are Saying About Jimbo's Floors!

"I recently found the home of my dreams. I was feeling a little overwhelmed trying to decide which kind of floor would be best. Add that to the experience of buying my first home and I was feeling very stressed. I visited Jimbo's Floors and met Roberto. He could tell I was stressed, so he took the time to do a Design Audit that really helped in picking the right floor. He also kept in touch during the whole installation process as well as Sheryl, the Project Coordinator. Then to top all of this, I received a nice surprise package from Roberto when he visited after I moved in my new house. Roberto and Sheryl are both top-notch professionals. They are detail oriented and handled every step of the buying and installation process as if it was their own. The carpets make the house look brand new...they're great! I believe in having as stress-free an environment as possible and having Roberto and Sheryl at Jimbo's Floors handle my flooring was a pleasure. If ever I need flooring, it's Jimbo's Floors. Thanks Roberto and Sheryl. Sincerely,"

-Jeanne Stiller, Loan Dept. of Bank of America, Yuba City

"My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience."

-Marsha Avalos, School Teacher, Yuba City

"Dear Jim, I would like you to know that we were very impressed with the way that you do business. It is literally a throw back to a time when service and professionalism truly meant something, and unfortunately is all but forgotten in today's business world. Specifically, I would like to thank you for your efforts throughout our entire floor-buying process. Your honesty, quick response, and communication were a welcome change from all of our previous flooring experiences. Please know that my wife and I have spoken of this to everyone we know if the subject arose, and we will continue to do so. You will indeed be our "flooring consultant for life." Thank you again for reminding me that some people still do business the right way."

-Alex & Jennifer Johnson, General Contractor and Home Maker, Marysville

"We Recently went to Jimbo's Floors for new tile for our bathroom, and we're thrilled with the results! This is our third time using Jimbo's. Jim Armstrong makes you feel like you've known him forever, making you feel right at home from the start. Jim will never make you feel uncomfortable for asking questions and he'll do anything in his power to accommodate your needs. When you do business with Jim and the staff at Jimbo's Floors, you will be treated like royalty. Our experience was painless and very professional. Jim is not only our flooring expert, he's a friend. That's how he makes you feel. With our sincere Thanks!"

-Marvin and Sandy Moeller, owners of Sierra Landscaping, Yuba City

"From the very first time I met Jim and Sheryl, and the rest of the staff, I was made to feel very comfortable. I thoroughly enjoyed the friendliness and personability of the staff at Jimbo's throughout the entire installation process. I get tons of compliments on my new hardwood floors! I'm super happy!"

-Andy Koch, Architect, Yuba City

"Jim and his sales staff have the ability to listen and then offer many solutions. We especially liked the Design Audit. It really helped us narrow down our options and find the right flooring for our needs. We have three kids and a dog, and Jim's recommendation to put laminate in the hallways and carpet everywhere else was really helpful. It looks great! I can't wait to host this year's family Christmas get-together. Also, we were treated like royalty! From the moment we walked into Jimbo's and were asked if we wanted coffee or soda, to meeting with Jim's salesperson, Roberto in the design room, to the installation, and the surprise gift afterwards, the service was top-notch. Roberto's personal touch is how he wants to educate his clients and keep them forever. He put us at ease and gave us confidence that we were serving our family wisely by choosing Jimbos! Thank You!"

-Chuck and Sonya Laney, Plumber and Seceretary, Yuba City

**Jimbo's Floors
1234 Jones St., Yuba City/530-790-3338**

Follow Up Marketing

As I mentioned earlier, select one Grand Prize winner from all the entries. To get their grand prize, this person must agree to let you take before and after photos and/or videos of their floors, and obtain an audio and/or video testimonial for use in your marketing.

Select your 2nd place winners. Eliminate all renters, and anyone else who doesn't match your criteria for an ideal client. EVERYONE ELSE comes in 2nd place. They receive a gift certificate for \$250. Follow up with them with a letter and a phone call.

On the next page is the letter to send them. DO NOT include the gift certificate in the letter. Make them come and pick it up at your store.



Jim Armstrong
Owner, Jimbo's Floors

“You Won!”

You entered the flooring sweepstakes at the Home & Garden Show and you just won a \$250 Gift Certificate!

Dear Friend,

Hi! My name is Jim Armstrong, owner of **Jimbo's Floors**. I specialize in dazzling my clients with the floors of their dreams, and with the best customer service in the business.

Congratulations! You've Won!

In March you visited my booth at the Home and Garden Show and you entered our flooring sweepstakes. You have just won 2nd prize...a \$250 Gift certificate to Jimbo's Floors. Just stop by my showroom at 1234 Jones St. in Yuba City to claim your prize.

I want to get to know you by offering you a BONUS GIFT:

A Free Design Audit!

The Design Audit is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

I'm On A Mission To Turn Floor Installation Nightmares Into A “Dream Come True” For My Clients

I have invested thousands of dollars in our “World Class Installation System.” Not only do you get a free Design Audit, but you're kept updated throughout the process. From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

I'm very excited about helping clients with one of the biggest home-improvement decisions they will ever make: choosing new floor covering. I've taken steps to make this a fun and exciting experience for you and the people you refer to me...rather than the nightmare you hear about so often!

To turn that nightmare into a dream come true, I run my store differently than most flooring retailers. We have implemented a “World Class Service” philosophy that helps us make the right decisions when helping our clients. It goes like this...

- **From the client's point of view, have we treated him/her with complete respect?**
- **From the client's point of view, have we surpassed his/her expectations?**
- **From Jimbo's Floors point of view, is it in our best long-term financial interest?**

When I and my team answer “yes” to all three questions, we know we will earn our clients respect, their trust, and their referrals. And YOU'LL know we'll be floor covering advisors that you can count on to provide advice that's in your best interest. I want to be your Floor Covering Advisor For Life, and I will

bend over backwards to earn your trust and the referrals of your friends, relatives and co-workers.

You Are Protected By My 100% Iron-Clad, Triple Guarantee!

Guarantee #1 “No Regrets Guarantee!”

Here’s how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

Guarantee #2 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at Jimbo’s Floors. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

Guarantee #3 Installer Professionalism Guarantee

Jimbo’s Floors installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! (On approved credit.) I make it easy to experience gorgeous new floors **right now**.

What to do right now... Stop by Jimbo’s Floors at 1234 Jones St. in Yuba City to claim your \$250 gift certificate! Don’t delay! The gift certificate is only good until <<Deadline>>.

Sincerely,

Jim Armstrong

Owner, Jimbo’s Floors

P. S. You Won! You’ve won a FREE Jimbo’s Floors gift certificate for \$250. Stop by my showroom by <<Deadline>> to claim your prize!

P.P.S. You are protected by my 100% Iron-Clad, Triple Guarantee! If you don’t like the flooring, I’ll replace it free within the first 30 days! Amazing!

P.P.P.S. Don’t Delay! The gift certificate expires on <Deadline>!

**See What Your Friends And Neighbors Are Saying About
Jimbo’s Floors! See The Enclosed Flyer!**

\$250

*Gift Certificate
Flooring Sweepstakes Prize*

Good Until <Date 30 Days Away>

Jimbo's Floors

1234 Jones St./Yuba City (530) 790-3338

This gift certificate good for \$250 towards any purchase at Jimbo's Floors of \$2,500 or more. For purchases between \$1,000 and \$2,499 you'll receive dinner for two at the City Café and a free spotting kit. For purchases between \$500-\$999 you'll receive two passes for the Movie's-8 Cinema. To redeem, bring this certificate to Jimbo's Floors by <<Deadline>>. Limited to one per household.

Follow up call & marketing

Divide the leads among your salespeople. Three days after the letters are sent, they are to begin making follow up calls. Below is a script to model.

Not everyone will need flooring right then. Therefore, subscribe all leads to your Home Advisor newsletter for the next two years. Send them all the specials you send to your previous clients.

Script for Flooring Sweepstakes follow up

Answering Machine Script

Hi, this is Suzie with Jimbo's Floors. I'm calling for 2 reasons:

First, you entered our Free Flooring Sweepstakes at the Home and Garden show, and I'm calling to let you know that you have won 2nd prize, which is a gift certificate to Jimbo's Floors for \$250.

Second, you checked on your entry ticket that you are interested in receiving a Free, no-obligations Design Audit.

Please call me at 530-790-3338 to arrange for your Free Design Audit, and to claim your \$250 gift certificate.

Please call me right away because you must claim your Free Cleaning before <Date 30 days after the tradeshow>.

Again, this is Suzie with Jimbo's Floors and you have won a Free gift certificate for \$250. Call me right away at 530-790-3338 to claim your prize. Thank you.

Live Script

Hi, this is Suzie with Jimbo's Floors. Is this _____?

Well, I'm calling for 2 reasons:

First, you entered our Free Flooring sweepstakes at the Home and Garden show, and I'm calling to let you know that you have won 2nd prize, which is a free Jimbo's Gift certificate for \$250.

Second, you checked on your entry ticket that you are interested in receiving a Free, no-obligations Design Audit.

I am calling so we can set up your free design audit, and to arrange for you to receive your \$250 gift certificate. Are mornings or afternoons better for you to come down to our store? (Schedule an appointment with the salesperson.)