



Ted A. "Bump" Davies, Jr.

**You plan for your client's success.
Now, plan for yours.**

1. Promotional Product Enclosure:

The XXXXXX "Traffic Builders" Brochure

2. Teaser Headline on Outside Label:

Looking for a Great Idea

for your next trade show?

3. Phone Follow-Up Scripts

Please note that after the completion of each call, you should log into your contact management system and record the date and call result.

Sample Voice Mail Script

Scott, this is Ted Davies with Paradigm Partners. I am the one who sent you the Trade Show Traffic Builders brochure along with the offer of receiving a report, "Maximizing Your Trade Show ROI," for meeting with me. The purpose of my call is to request a meeting to discuss how I can help you maximize your trade show investment. Would you be available [____date/time____] to meet? My phone number is 952-835-6622. Again, this is Ted Davies and my phone number is 952-835-6622. Have a super day, and I look forward to our meeting.

Sample Phone Contact Script

Scott, this is Ted Davies with Paradigm Partners. I am the one who sent you the Trade Show Traffic Builders brochure along with the offer of receiving a report, "Maximizing Your Trade Show ROI," for meeting with me. The purpose of my call is to request a meeting to discuss how I can help you maximize your trade show investment. Would you be available [____date/time____] to meet?

Scott Response: I do not have time.



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Ted Answer: *I understand. We have been working with clients like 3M, Ecolab, Wells Fargo, and Schwan's for over three years. These long-term relationships are based on the successes we have had in increasing their trade show ROI.*

I know your time is valuable; that is why I feel it would be worth your time to meet. Would you be available [____ date/time ____]?

Wait for a response—do not say a word. If you do, you lose.

Scott Response: *I would prefer that you meet with my assistant first, then if she sees a value to including me later, great?*

Ted Answer: *I understand. I respect your concern. Again, the purpose is to showcase the opportunity to improve your trade show return on investment. I would value your firsthand opinion on this opportunity. Would you be available [____ date/time ____]?*

Wait for a response—do not say a word. If you do, you lose.

Scott Response: *I don't feel that we really need to take the time to meet regarding your services right now.*

Ted Answer: *I understand, and most times with my initial phone call, my current clients reacted the same way. The purpose, again, is to showcase the great ideas we have to increase your trade show ROI. I respect your authority, and if after thirty minutes you want me to leave, I will. Would you be available [____ date/time ____]?*

Wait for a response—do not say a word. If you do, you lose.



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[LETTER COPY]

[DATE]

[CLIENT NAME]

[COMPANY]

[ADDRESS]

[CITY, STATE/PROVINCE, ZIP/POSTAL CODE]

Dear [CLIENT FIRST NAME]:

Looking for a GREAT IDEA to draw customers to your trade show booth? We can help, with creative promotions that make you stand out from the crowd, reinforcing your brand message and motivating key prospects and buyers to put you on their "must see" list.

We're one of the area's leading resources for promotional marketing products and services, specializing in trade show traffic building:

- Creative pre-show promotion mailings
- Prizes and giveaways that reinforce your brand and/or competitive edge
- Customized apparel for your booth workers
- Tactics to create a buzz at your booth and draw people in
- Tactics for qualifying top-quality leads
- Post-show follow-up programs to motivate your salespeople to convert leads to sales

We're known for coming up with Great Ideas—but not until we've listened and learned enough about your business to make sure our recommendations are on target. We've built our business by being an exceptional creative resource, while providing unparalleled service and competitive pricing to clients.

The enclosed brochure offers a quick preview of some of the many ideas we might develop for you.

I'd like very much to show you what we can do to help you maximize your trade show investment. I'll be calling you [STATE THE DATE YOU WILL BE CALLING HERE] to set up a personal interview to discuss your upcoming trade show needs and events and to share some success stories relating to your business.



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Sincerely,

[YOUR NAME]

[YOUR PHONE NO.]

[YOUR E-MAIL ADDRESS]

P.S. When we meet, I'll bring you a FREE GIFT: a report entitled "Maximizing Your Trade Show ROI." It presents research data and case studies invaluable to anyone desiring to increase the return on their trade show investment.