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*Joseph Facchiano, Voluntary Benefit Solutions-Aflac
Leader, Ambassadors Council
610-442-9076 • JoFash@gmail.com*

Let's Get Ready to EXPOooooooo!

OK, be honest, did you read the title and try to say it the way famous ring announcer Michael Buffer would say it? Some of you did. Some of you didn't. Most of you said to yourself, "Joe is losing it!"

Alright, let's get back on track. When you read this, the "Women's Business Council and Small Business Council Buy Lehigh Valley Business Expo" will be just weeks away. This is a big event run by our two biggest mission councils. Thank you WBC & SBC!

Please let me remind everyone of a few points:

1. Key words: "BUYLEHIGH VALLEY!" As I often do, especially at Gina's and Heather's 'Mastering Your Membership' presentation, I'd like to remind us all to keep our purchasing close to home. Shop The Chamber, buy from Chamber members, and encourage your colleagues to do the same. We are a community! So let's build each other up!
2. I learned an important lesson at a trade show a long time ago: I walked up to a vendor who had paid for a space at the expo. I introduced myself and asked, "How can I be considered to be a provider to your company?" The answer I got really changed my thinking. He said, "You want to know how to sell to my company? Buy a booth at this trade show and sell to me from behind the table, not in front of it." I realized how rude I had been and apologized immediately. Please respect the investment that your fellow Chamber members make in the Expo. Introducing yourself is encouraged. Setting a future meeting is welcomed. But please don't sell to the business who invested in the booth while at the show.
3. Exhibitors who want to have a successful show, should:
 - a. Set goals for meeting new prospects.
 - b. Review the basics of personal presentation and courtesy with everyone who staffs your booth.
 - c. See that your message is clear and consistent throughout the day. I like to say, "For every prospect and every touch."
4. If you haven't taken time to look at your strategy for every aspect of the day, you should do so the week before the Expo.

Ambassadors are here to help. You are welcomed to reach out and ask any of us to help make sure your Expo investment is backed by your company's best marketing resources.