

## 20 more reasons to go to trade shows

*Hop on the bus, Gus, don't need to discuss much Just drop off the key, Lee, and get yourself free*

*-Fifty Ways To Leave Your Lover, by Paul Simon*

21. Identify new product applications
22. Improve salesperson efficiency and techniques
23. Integrate your exhibit into your total marketing plan
24. Introduce your product into foreign markets
25. Introduce your company to financial analysts
26. Invite special customers to increase business rapport
27. Launch new products / services
28. Maximize your sales effectiveness
29. Meet potential customers for new applications
30. Network with customers not normally called upon
31. Overcome unfavorable publicity
32. Perform market research
33. Present your products to buyers face-to-face
34. Produce a positive and lasting impression
35. Provide for immediate sales and sales follow-up
36. Qualify buyers and prospects
37. Reflect an image of growth and customer support
38. Reinforce direct mail programs
39. Reposition your company in a market
40. Understand customer attitude

