

INFO PAYS



TRADE SHOWS: TURNING CONVERSATIONS INTO CASH FLOW

Trade shows can be one of the fastest ways to grow your business; if you approach them strategically. Too many companies show up, spend thousands... and walk away with very little to show for it. Here's how to make sure that doesn't happen to you.

Before the Show: Set Yourself Up to Win

- **Define your goal.** Is it leads? Partnerships? Brand awareness? Be specific.
- **Pre-book meetings.** Don't rely on foot traffic, reach out to prospects in advance.
- **Promote your presence.** Email your network and post on social media.
- **Prepare your pitch.** Clear, simple, and under 30 seconds.
- **Bring the right materials.** Business cards, one-pagers, and something memorable.

Your Booth = Your First Impression

Most attendees decide in 3–5 seconds if they'll stop.

- **Keep messaging simple and bold.** What do you do? Who do you help? Why does it matter?
- **Make it readable from a distance.** If they have to step in to understand, you've already lost them.
- **Use clean, professional visuals.** Less clutter, more clarity.
- **Show, don't just tell.** Screens, demos, or visuals that explain your value quickly.

“

"Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.'"

— Mary Kay Ash

”

- **Consistency matters.** Your booth, materials, and pitch should all say the same thing.

If someone walks by and can't immediately understand your business, you're missing opportunities.

At the Booth: Stand Out (Without Being Pushy)

- **Lead with a question, not a sales pitch** "What's your biggest challenge right now?" works better than "Let me tell you about us..."
- **Keep it conversational.** People buy from people not brochures.
- **Qualify quickly.** Not every conversation is a lead. Focus your time wisely.

- **Capture information immediately.** Don't rely on memory, scan badges, take notes, and log details.
- **Energy matters.** Stand up, stay engaged, and be approachable.

After the Show: This Is Where Most Businesses Drop the Ball

- **Follow up within 24–48 hours.** Timing matters. Don't wait a week.
- **Personalize your outreach.** Reference your conversation to make it human.
- **Organize your leads.** Hot, warm, long-term.
- **Stay consistent.** One email isn't a strategy. Build a follow-up sequence.



Where IPS Comes In

Trade shows generate opportunity but opportunity needs cash flow to turn into growth. If you land new clients, larger orders, or bigger contracts, you may face: longer payment cycles, increased upfront cost, and pressure on working capital.

That's where IPS helps.

- Get paid fast from your invoices
- Keep operations moving without waiting on payments
- Scale confidently after a successful show

Final Thought

Trade shows aren't just about showing up, they're about showing up prepared. Do it right, and one event can fuel months of growth.

If you're planning to exhibit this year and want to ensure your cash flow keeps up with your opportunities, let's talk.

Created by the IPS Business Owner Success School (BOSS)