



# common sense

## sales and marketing

### newsletter

TIPS AND TACTICS FOR BUSINESS OWNERS, ENTREPRENEURS, SALES PROFESSIONALS AND MARKETERS

## 7 Keys to a Compelling Product Demo

*A dramatic and persuasive product demonstration is a very effect way to promote your company at a trade show. We've seen wildly successful product demos and we've seen demo disasters. Here are a few tips for creating an unforgettable demonstration with your product or service.*

- 1. Demonstrate benefits.** If you're selling a tangible product, demonstrate the intangible benefits (such as ease of use, time saving, more economical, peace of mind.) If you're selling a service or an intangible product, try to demonstrate the tangible benefits. For example, an engineering firm had a transparent plastic box containing the shredded remains of one million dollars, representing the money their typical industrial customer saves by using their services.
- 2. Practice your demo in advance.** Remember, this is a *show*. Coordinate what you're saying, your body language and what you're doing with the product.
- 3. Use a sound system.** Don't try to shout over the noise on the show floor. Instead, use a public-address system with a label or head mic. You'll sound more credible, and your visitors will be able to hear you. And, you'll still have a voice left at the end of the day. We provide a sound system and mic for our clients, but you can rent a system at the show.
- 4. Demonstrate exclusive or superior features.** Demonstrate what your competition can't do. Use the word *only*. "We are the *only* manufacturer that uses all steel parts. That means our machines last a lot longer."
- 5. Connect value to your product.** Make sure your visitors understand the value your product provides for the price you ask. It's even better if you can show how your product can immediately solve a problem for your visitors.
- 6. Get visitors involved in the demo.** Let them convince themselves how easy it is to use your product. Let them do all the work. Just point out how they should do it.
- 7. Keep it short.** The trade show floor is full of distractions, and, unless you're a professional trade show presenter, you won't be able to hold the audience's attention for a long period of time. In our experience, product demos between 5-10 minutes work ideally.

At trade shows, creating a crowd to watch your product demo is a challenge. It's also one reason our clients continue to book us back year after year. We draw crowds of qualified prospects and establish a bond between them and your company. Our "shows" last 40+ minutes and the audience is transfixed. When we're finished, a crowd is standing in your booth, eager to learn more about your products and services. That's when we turn them over to you for a product demo. Shortly after your demo ends, our show starts back up again. We continue this same one-two punch 4 times a day, each day of the trade show.

## Information Products as Trade Show Premiums

*We advise our clients to use a promotional give-away so desirable that it motivates their prospects to do something. Information products are the most powerful promotional item you can give, and best of all, they cost just a few pennies to produce.*

This is the information age. In fact, information has become so valuable that people are making large sums of money selling information products on the Internet. The reason is information has the highest perceived value and the lowest production cost.

In our experience, the most effective trade show premiums are information products aimed squarely at your target market. They help your prospects do their jobs faster, easier or better. Premiums like article reprints, special reports, audio CDs or laminated conversion charts do your work for you, because they cause qualified prospects to identify themselves. These items are of no interest to people who can't do business with you.

You can create your own information product as a trade show premium. On the back, we give you some proven ideas to help you get started. >>>

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### ABOUT LEE AND VANESSA LENTZ:

Lee and Vanessa Lentz are the authors of the top-selling book *Crush the Competition, Dominate the Market, Count the Money*. They are among the most popular trade show marketers, lead generators and brand communicators in the United States. They consistently deliver record-breaking results for companies across America at trade shows, conferences and customer events. Lee and Vanessa's client list includes leading corporations such as AT&T, HSBC, LP Building Products and SAS Software.

# Six Ideas to Create Your Own Information Product

**1. Industry Update Report:** If there have been big changes recently in your industry, or if there are any major developments on the horizon, an industry update can be a great way to show your prospects that you're on the cutting edge of hot new trends and changes. And, when the trend heats up, you can bet the number of people reading and sharing your report will skyrocket, too.

**2. Industry Resource Guide:** A resource guide can be a really helpful tool. This type of guide brands your company as a knowledgeable leader. And when the time comes for them to buy a product or service, you will be the first company they call.

**3. Interviews with Industry Leaders:** Everyone wants to know what the leaders in their industry are saying. It's easy to create an e-book made up of a collection of interviews. All you have to do is send out a few e-mails to people in your industry asking them to share their experiences. People love to talk about what they do.

**4. Special Tips From Industry Experts:** This is a variation on idea #3 and it can be a great source of valuable information. Instead of interviewing experts, you simply e-mail them asking for their tips on how to solve common problems and overcome obstacles in your field. Then, group the tips by topic and you'll have a book of "insider tips" that's sure to be a hit.

**5. "How-to" Instruction Guide:** If you have industry-recognized experts at your company, there's no need to consult outside experts to create your e-book. Ask your resident gurus to write a short guide that teaches how to do something easier, faster, cheaper or more efficiently.

**6. Product Comparison Guide:** Product comparisons are becoming indispensable resources. People like to compare product features before they buy, and if you can compile all the features and benefits for them, they'll love you. Of course, you can always write a comparison of your product against your competitors, and highlight the benefits your product provides.

## Put a Value on Your Information Product

Specialized information is very valuable. Once you've created your information product, be sure to put a monetary value on it. There's a psychological element at work here.

Remember how you feel when you get something on sale for \$25 that was originally \$100? You want to create that same emotion in your prospects. People want free stuff that has real value. A special report valued at \$39.95 is much more desirable to your prospects.

Say something like, "This is a brand new report we've just published. It's valued at \$39.95 but, we're giving out a few copies here at the show to let people know about it. We don't have many, and when they're all gone, that's it."

## It's Time to Bag the Bags

As trade show give-aways, bags fail the 2 most important selection criteria:

1. Causing qualified prospects to identify themselves.
2. Usefulness after the show.

A research poll about convention bags was conducted at 2 large medical shows. Here are the findings:

78% of male attendees gave the convention bags as 'tips' to the hotel maids and doormen.

84% of women attendees took the bags home and gave them to friends, coworkers or family.

The others left them in hotel rooms at check out or tossed them in the trash at the airport.

## Trade Show Follow Up, Made Easy

- 59% of all attendees make their purchase after the show is over.
- But, only 20% of exhibiting companies follow up on the leads they generate at the show.

We offer a trade show follow up system that's fully automated. It's fast, easy and very affordable. Call or e-mail us to find out more.

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## LEE'S TECH TIPS (aka the geek corner)

### Free Google Video Hosting: A Powerful Secret Weapon

In the last 2 issues of my column, we've talked about how to film video testimonials from customers, and how to edit the videos using free software from Microsoft that's hidden on your computer. (If you missed those columns, you can find archived copies of this newsletter on our website. Just go to [www.leelentz.com](http://www.leelentz.com) and click on resources at the top right corner of the screen.)

Now it's time to use those videos in e-mails and on your website. A side note: from time to time, many of you receive e-mail videos from us. What do those videos have in common with your customer testimonial videos? The answer is one word: Google. It's time to let you in on a very powerful secret weapon, and, of course, it's FREE. I'm talking about the free video hosting you can get from Google.

Having your videos hosted on Google gives you 2 immediate benefits:

1. It enables you to insert a link into an e-mail message, rather than attaching the video file. If the file is too large, it's impossible to e-mail it as an attachment. And, many computer servers will reject e-mails with video file attachments.
2. It makes the videos on your website load much faster, because Google converts the videos to flash.

Setting up an account with Google is very simple. If you haven't already done it, I suggest you set up your account as soon as possible. That way, you can begin taking advantage of all the benefits, including a free blog.

I've created a video that shows you, step-by-step, how set up your own Google account. To watch the video, go to our website, [www.leelentz.com](http://www.leelentz.com), and click on "resources" in the top right corner of the home page. Look under "Coaching videos from Lee and Vanessa," and you'll see the video titled, "How to open a Google account."