

How to Reduce Your Selling Costs

By Jefferson Davis, *Competitive Edge*

It's no secret that travel and transportation costs have increased rapidly. Putting your sales people in front of customers and prospects in the field today is more expensive than ever before. Effectively using tradeshows delivers a high-volume of interested, qualified face-to-face interactions at a dramatically reduced cost. Ask yourself the following questions and consider the facts that follow:

❖ **How many people does your average sales person see on an average day in the field?**

- McGraw Hill research found the average to be 2.3 per day. Want to use your own numbers? Ask your sales management or sales team.

❖ **How many can they see on a tradeshow floor?**

- A whole lot more! Simply multiply the number of hours a staffer works the booth by a conservative number of interactions per hour. It could be 20, 30 or more per day.

2.3 per day or 20-30 per day? The leverage is huge. Calculate your company's Exhibit Activity Level now by viewing the FREE [Pre-Show Marketing E-Course](#).

❖ **What does it cost put a salesperson in front of a customer or prospect in the field?**

- A recent CEIR study estimates the cost to be \$569 put one sales person in front of a customer or prospect in the field.

❖ **What does it cost to put a salesperson in front of a customer or prospect in your booth?**

- The Tradeshow Trend Study by Exhibit Surveys tells us it's around \$261 to interact with a buyer in your tradeshow booth.

\$569 per contact or \$261 per contact? The savings are huge. Learn how to calculate your company's Cost Per Interaction (CPI) and a whole lot more by viewing the FREE [Exhibit Measurement E-Course](#).

The bottom line is this: If you want increased sales activity and reduced selling costs then take full advantage of the incredible opportunity School Building Expo & College Building Expo present. It just makes good business sense.

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Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$500M. Mr. Davis is co-creator of the JD EVENTS Online Exhibitor Solution Center program. He can be reached at 704-814-7355 or jdavis@tradeshowturnaround.com.