Trade Show Checklist

- [ ] Register for the Online Trade Show
- [ ] Create video conference link(s) ('Sales Lobby") based upon your firm's availability
- [ ] Test out the functionality and the firm's ability to use the video conferencing tool by conducting a test run to practice with employees in the firm:
    - Does everyone know how to invite guests and share the video link?
    - Does everyone know how to join the meeting?
    - Does everyone know how to mute participants?
    - Does everyone know how to assign or create breakout rooms?
    - Does everyone know how to present or share the screen?
- [ ] Develop a welcome script for the "Sales Lobby" as participants join the video call:
    - Sample Welcome Script: *Hello, welcome to "Firm Name" Sales Lobby! We sell "XYZ." My colleague "Samantha" will be assisting you in Breakout Room 2, so I will assign you both to that room shortly. Thank you for joining us today!*
- [ ] Develop and review the sales pitch or sales pitch script
- [ ] Compile sales materials to share with customers:
    - Company Catalogue
    - One Pager Product/Service Display
    - Promotional Flyers
    - Product/Service Bundles
- [ ] Update your firm's website to include buy buttons
- [ ] Update the product/service list on your POS account
- [ ] Establish a sales ordering and processing system with employees:
    - Will you be directing customers to the website or to your firm's POS account?
    - Did all members of the team receive training on the sales ordering and processing system?
- [ ] Create a template to track your sales on Microsoft Excel or Google Spreadsheet (optional)
    - Collect the following info: Customer Name, Payment Type (Credit Card, Student Debit Card, On Account, etc.), Item Purchased, Quantity Purchased, Cost, Tax, Shipping Fee, Total Cost