



How to Reduce Your Selling Costs

By Jefferson Davis, President, 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. As you consider costs, 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 people can the average sales person 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 (3-4). It could be 20, 30, or more per day.

2.3 per day per sales person in the field or 20-30 per day per sales person at a tradeshow? The leverage is huge!

- ❖ **What does it cost put a salesperson in front of a customer or prospect in the field?**
 - A CEIR study estimates the average cost of a North America business-to-business field sales call is between \$596-\$1,114.
- ❖ **What does it cost to put a salesperson in front of a customer or prospect in your booth?**
 - Research by Exhibit Surveys tells us it's around \$283 to interact with a buyer in your tradeshow booth. And if you're in a 10x10 booth, it's even less!

\$596 per contact in the field or \$283 or less per contact in your exhibit? The savings are huge!

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

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Jefferson Davis, president of Competitive Edge is known as the "*Tradeshow Turnaround Artist*". Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$500M. Mr. Davis can be reached at 704-814-7355 or Jefferson@tradeshowturnaround.com