



TIPS FOR VENDOR SUCCESS

AT THE BILOXI WHOLESALE GIFT SHOW

PREPARATION FOR THE SHOW

Get the Word out with Email. We recommend that two weeks before the show, *vendors should send an email per week targeting their retailers.* This should include any information about special promotions, discounts, giveaways, and more that they will hold at the show. On social media, post photos of products that you will have on display at the show. This is a wonderful way to get retailers excited for the show!

DURING THE SHOW

Post About the Event Before, During, and After. Posting during the entire show will alert retailers that you are attending the show and bring people in! We have retailers come in that found us through our ads and posts on social media every show – so be sure to post! **Your posts matter and increase awareness and attendance at the show.**

Put Effort into Your Display. A nice display makes a great impression and helps you stand out from those around you.

AFTER THE SHOW

Keep Track of Orders & Keep Your Buyers Updated. Keeping your buyers in the loop will have them looking forward to purchasing from you in the future! Many of our retailers come with a vendor in mind from past good experiences. Never forget an order – failing to fulfill an order taints the reputation of your company and of the show.

Follow Up Promptly. Thank your buyers after they purchase from you and follow up with them about their orders. This will leave a great impression on your buyers! They will want to return to your company.

Respect Your Buyers' Time & Privacy. Make sure you get buyers' consent to send promotional emails or share their information. Never share their information without consent.

BEST PRACTICES

- **Stay in your booth.** Buyers cannot write orders if there is no salesperson around! Remember to stay near your booth and interact with those who pass by.
- ***Be personable.*** Make sure your body language is friendly and inviting! Smile, offer a handshake or a compliment, etc.
- ***Have a Salesperson Represent your Company.*** Having someone with sales experience greatly increases your chances of making a sale!
- ***Greet Potential Customers.*** Greeting buyers will help them remember you and give them a good impression of your business. Folks from the south appreciate a friendly and welcoming attitude!

www.wmigiftshows.com

