

Trade Show Buyer Interview Questions

1. Introduction

When you meet buyer introduce yourself and work colleague(s) and then exchange business cards. If the buyer does not have business card write down their name, company and email address. At some trade shows you can scan the buyers name badge which records their contact details automatically.

2. Questions

- a. Please tell me about your companies business?
 - i. Type of company [dmc, corporate travel agent, event company, association etc..]
 - ii. Percentage of outbound / inbound travel
 - iii. Business mix [incentive / corporate meetings / association]
- b. What is your role within the company? [decision maker/destination selection / event planner / product development]
- c. Please tell me about your MICE business?
 - i. How many outbound MICE groups do you handle per annum?
 - ii. What types of MICE groups do you handle? [incentive/corporate meetings/association]
 - iii. What industry sectors are they? [e.g. pharmaceutical, automotive, direct sales, financial services]
 - iv. What size are your groups?
 - v. What destinations have your MICE groups been to over the last 2 years? [destination / venues/no. of attendees]
 - vi. Where are you planning to send your MICE groups over the next 2 years? [destination / venues/number of attendees]
- d. Are you considering XXXX [name of destination] for a MICE group over the next 2 years?
 - i. If yes – can you provide details? [when/group type/size/is it confirmed/venue] When will you make a decision on the destination?
 - ii. If no – would you consider XXXX [name of destination] in the future?
- e. Have you been to XXXX [name of destination] before? If yes when and how frequently? [if no then the buyer may want a presentation on the destination]
- f. Are you familiar with XXXX [name of destination] MICE facilities and infrastructure? [if yes then you may not need to provide overview presentation. If no, you can offer to provide an overview presentation of XXXX [name of destination] as a MICE destination]
- g. How can we assist you? [identify what type of assistance the buyer requires e.g. general information about destination, specific product information, assistance with

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a group, bid proposal, itinerary suggestions and ideas, new product updates, promotional materials etc...] Also ask when the information is required.

3. Presentation

If time permits discuss and present information that is relevant to buyers needs. You can use a PowerPoint presentation, DVD, brochure or verbal presentation. If not advise the client that you will send on the information.

If the opportunity arises where the buyer shows a particular interest in a product and the product is represented on the stand, introduce the buyer to the product representative (co exhibitor)

4. Follow Up

At the end of the appointment confirm with the buyer what follow up is required and when they need the information. The buyer may choose to take some information with them e.g. CD, UBS but in most cases they may prefer the CVB to mail information. Complete the tradeshow enquiry form and staple business card to the form.

When you return to the office make time for follow ups.

- a. Prioritise leads in order of importance and to meet specified deadlines.
- b. Add contacts, profiles and follow up traces to the database. Flag contact source on database as the specific tradeshow or event.
- c. Flag contacts on database to your distribution list of the e-newsletter.
- d. Assign traces and tasks to relevant staff and / or overseas representatives. Pass on media enquiries and contacts to media staff.
- e. Continue traces until follow up completed.

NOTES:

It's very important that you find out first what the buyer wants to know and learn about their business. If you know this information you can tailor the response, presentation or follow up according to their needs. Avoid generic presentations where possible and only present what is relevant to the client.

These questions are a guide only. If you already have profile information provided by the trade show organiser or from having dealings with the buyer previously then you should avoid asking questions about what you already know unless you want to verify the information. Remember the buyer may have been asked the same questions at every booth they have visited prior to yours.