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Maximize Sales at Trade Fairs:

10 Tips & Tricks for Trade Fair Success

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by optimizers

Future-driven Commerce Today.

10 Tips & Tricks for Trade Fairs

Trade fairs boost sales and customer connections but they also come with challenges. Our top 10 tips will help you succeed by covering essential practices like preparing your ERP system and designing booth Lookbooks. We also highlight how our B2B sales app enhances these strategies, streamlining operations with digital tools for order processing and inventory tracking. Use these insights to optimize your trade fair presence and boost revenue.

1. ERP setup for efficiency.

Ensure your ERP is up-to-date with the latest prices, price lists, and customer data before the event. This preparation is crucial for minimizing errors and speeding up order processing during the fair.

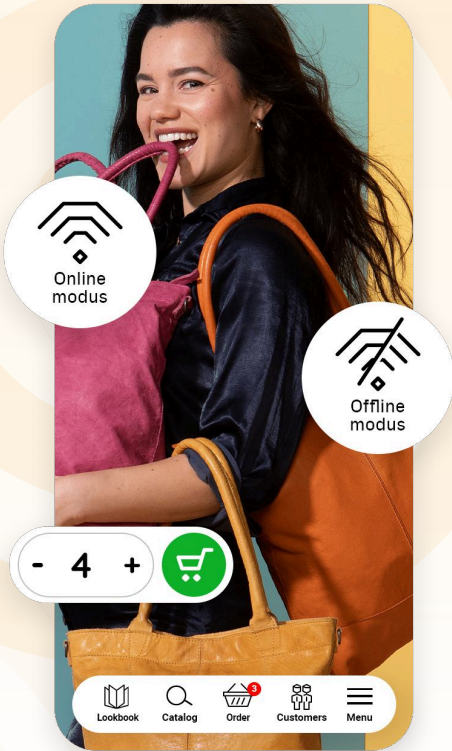
2. Create Booth-Specific Lookbooks and Product Combinations.

Design "Lookbooks" in our app to match your booth setup, showcasing products in cohesive, visually appealing arrangements that can be easily added to an order with just a few clicks. This approach enhances the customer experience and boosts sales by presenting complementary items and new collections together, driving interest and upsell opportunities.

3. Utilize and Scan QR-codes and Barcodes.

Attach QR codes or barcodes to products and use a Bluetooth scanner or phone to add items to orders via our app. This streamlines product registration and order placement, boosting efficiency.





4. Ensure Continuous Sales with Offline Capability.

Don't let unreliable internet disrupt sales. Our app works offline, so you can keep registering orders and capturing customer info without interruption.

5. Secure Data Management of All Orders.

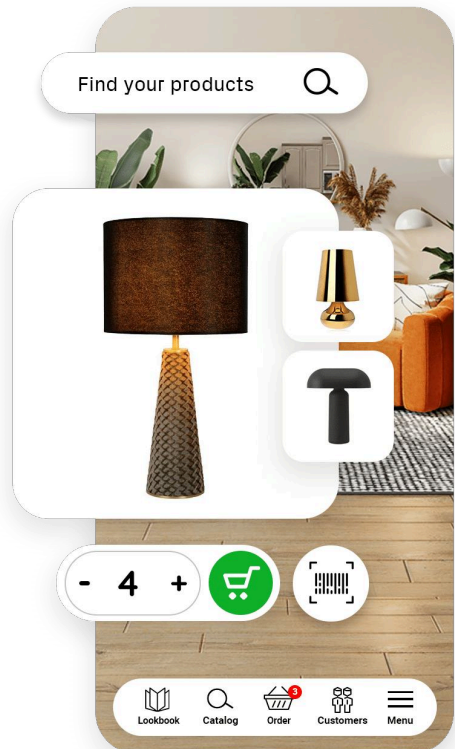
Eliminate the risks of paper-based tracking by securely storing all orders and customer data in our app. This prevents loss or damage and keeps your information protected.

6. Eliminate Errors with Digital Precision.

Digital order entry eliminates manual handwriting errors, which improves customer relations and positions you as a reliable supplier, boosting repeat business.

7. Real-Time Inventory Tracking.

Monitor inventory in real-time with our app to avoid selling out-of-stock items. This ensures you only sell what's available, which enhances customer satisfaction and reducing backorders.



8. Go Digital with Your Product Catalogs.

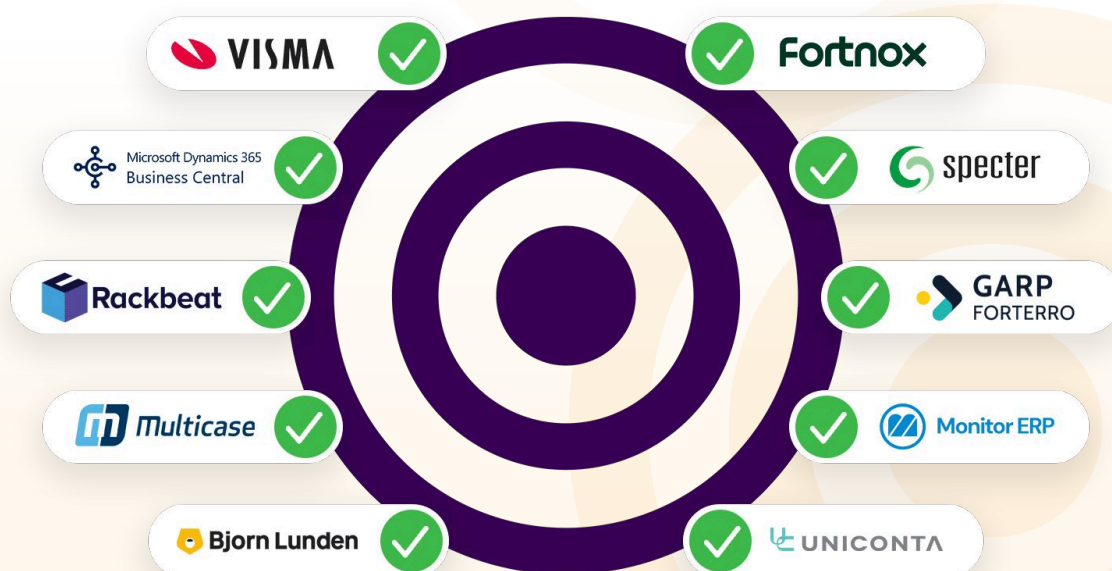
Replace outdated paper catalogs with a dynamic digital version in our app. This switch ensures that all product information is current, accurate, and readily accessible, giving customers confidence in the details they receive.

9. Boost Sales with Pre-Set Trade Fair Discounts.

Encourage up-sells by showcasing pre-set fair discounts within the app. This transparency helps customers make informed decisions and can significantly boost your sales.

10. Save Time with Automated Data Integration to your ERP.

Post-event data entry can be time-consuming. With our app, all orders are instantly integrated into your ERP system, saving you hours of manual work and allowing you to focus on follow-ups and customer engagement.



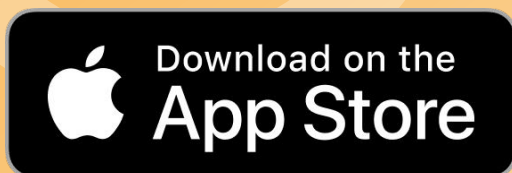
To succeed at trade fairs, follow these top 10 tips and use our app for efficient order processing and real-time inventory tracking. Enhance customer interactions, boost sales, and turn leads into loyal customers. Prepare effectively for standout success at your next trade fair.

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Ready to elevate your trade fair success?
Learn more about our B2B sales app
App4Sales and [book a demo](#)

Want to try it out for yourself?
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