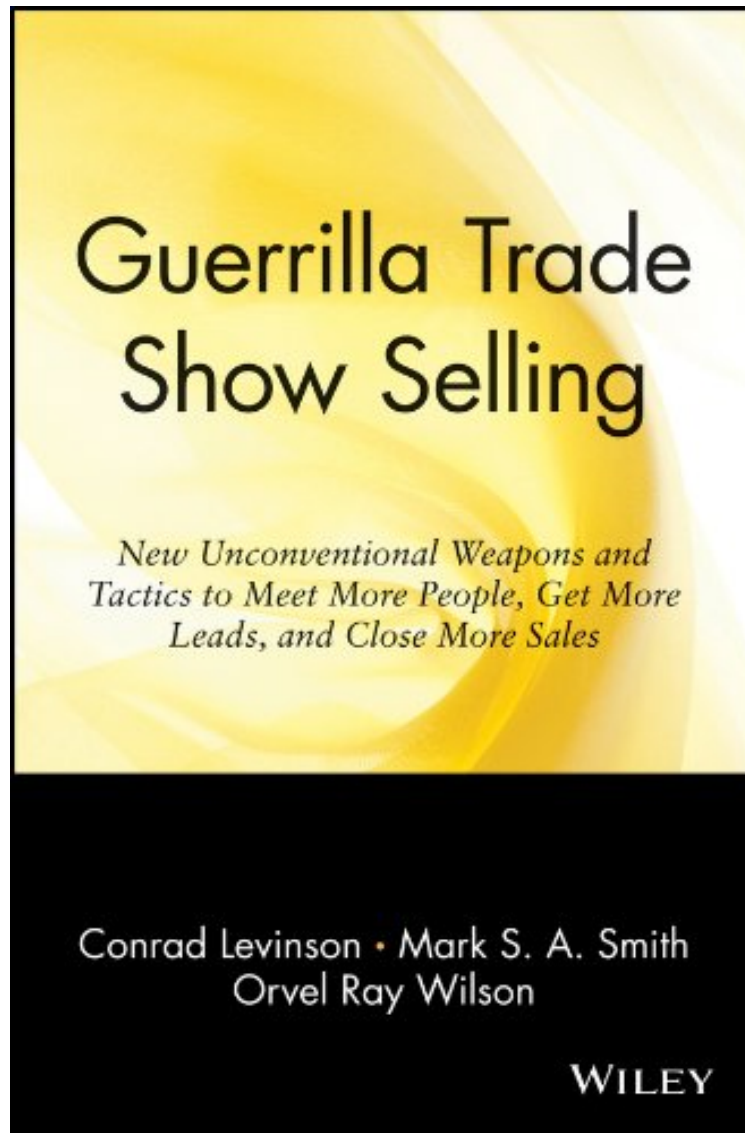


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Guerrilla Trade Show Selling: New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales

Conrad Levinson, Mark S. A. Smith, Orvel Ray Wilson

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Conrad Levinson, Mark S. A. Smith, Orvel Ray Wilson : Guerrilla Trade Show Selling: New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales before purchasing it in order to gage whether or not it would be worth my time, and all praised Guerrilla Trade Show Selling: New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales:

0 of 0 people found the following review helpful. ... helpful hints here if you want to make a good impression at a trade show
By Aloyuishus
Some helpful hints here if you want to make a good impression at a trade show. It seems geared more toward trade shows where selling actually takes place. The author does a good job explaining a methodical approach to turning your trade show presence into dollars and cents. It is actually exciting to read and gets you pumped up. Who doesn't like being a guerrilla? The shows I go to are more for networking, education and developing contacts with industry players. Nobody signs up on the spot. Although there is nothing wrong in trying because ya never know. But still I got a lot out of it that helped elevate my comportment at trade shows and stir up interest and that's what it's all about. I'd also recommend this book if you're doing your first trade show and you don't know what to expect, not only will this book take away the mystery, you will be more informed about how to conduct your business at a show than anyone else, and people will notice that.
0 of 0 people found the following review helpful.
Good Info
By MariaFrancesca
This book helped out with a few issues I was having with understanding the aspects of wholesale trade shows. I am a newbie when it comes to trades show selling, though the company I work for is not so new to it. I just wanted a little more understanding and training to feel a little more prepared for the experience. Though this book seemed a little more geared toward sales that do not directly reflect the industry I currently work for (clothing), it had some strong points and I have passed it on to my bosses who have regarded the book as a useful tool.
56 of 60 people found the following review helpful. Only for a "small business" with a BIG business budget
By A Customer
How disappointing. Everything pointed to this book being a winner. But it started out trumpeting how wonderful it is (early warning sign). It stresses to the reader that the book was written specifically for small businesses (which is why I bought it). But it seems to talk exclusively to large organizations. How many small businesses have "Trade Show Coordinators" who have to gain "upper management" support? Or have so many departments involved in the trade show that they need special meetings with just that committee? Or need to decide who on the "senior team" will be attending the show? Then the reader is offered these ideas for how to get their hottest prospects to attend the show: give some autographed artwork, sculpture or football to a few top prospects; for other hot prospets maybe Sony Walkmans, briefcases, cameras, etc. Thank goodness the reader is given a few tips on where they can call to hire a celebrety to fly in and join them at their booth or they'd be lost! Yeah, right! Maybe they just define "small business" differently than me. Bottom line? If you're on a tight budget and DON'T plan on increasing it by tenfold for your next trade show, don't bother with this book.

"Follow the wisdom contained in this powerful volume and your treasury will grow and grow. I learned plenty." -- Og Mandino, author *The Greatest Salesman in the World* "The Guerrilla Group has done it again! Guerrilla Trade Show Selling is the definitive book on how to sell more, faster and easier at trade shows. It is loaded with practical, proven principles, methods and techniques that anyone can use to double, triple and quadruple their revenues at any trade show they attend." -- Brian Tracy, author *The Psychology of Achievement*. "Guerrilla Trade Show Selling is pure platinum for anyone who has to or wants to effectively work the trade show floor. It's loaded with practical, down-to-earth ideas worth thousands of dollars to anyone who reads and implements its great advice." -- Dr. Tony Alessandra, author *The Platinum Rule*. "More about trade shows and sales techniques than I ever knew existed. The authors actually turn exhibiting into a profit center!" -- Alan Weiss, PhD, author *Million Dollar Consulting*

From the Publisher
The first book to apply guerrilla sales and marketing tactics to the unique, high-pressure environment of the trade show floor. Packed with insider secrets, tips and techniques, it is ideal for any size business that wants to use trade shows as an effective marketing weapon. It covers how trade show selling differs from a normal sales call and how to select the hottest shows for each market.
From the Back Cover
"Follow the wisdom contained in this powerful volume and your treasury will grow and grow. I learned plenty." mdash; Og Mandino, author *The Greatest Salesman in the World* "The Guerrilla Group has done it again! Guerrilla Trade Show Selling is the definitive book on how to sell more, faster and easier at trade shows. It is loaded with practical, proven principles, methods and techniques that anyone can use to double, triple and quadruple their revenues at any trade show they attend." mdash; Brian Tracy, author *The Psychology of Achievement*. "Guerrilla Trade Show Selling is pure platinum for anyone who has to or wants to effectively work the trade show floor. It's loaded with practical, down-to-earth ideas worth thousands of dollars to anyone who reads and implements its great advice." mdash; Dr. Tony Alessandra, author *The Platinum Rule*. "More about trade shows and sales techniques than I ever knew existed. The authors actually turn exhibiting into a profit center!" mdash; Alan Weiss, PhD, author *Million Dollar Consulting*
About the Author
JAY CONRAD LEVINSON is the author of the best-selling *Guerrilla Marketing Series*. MARK S. A. SMITH, an internationally acclaimed speaker and writer on trade show selling, has over 200 articles published and was past president of the Colorado Speakers Association. ORVEL RAY WILSON is an internationally acclaimed author and speaker on sales, marketing, and management. Coauthor of *Guerrilla Selling: Unconventional Weapons and Tactics for Increasing Your Sales*, he is President of The Guerrilla Group, Inc., an international training and consulting firm serving clients worldwide.