

Module

I

Trading

Unit 1

Trade Fairs



Unit Overview

By studying this unit, you are expected to:

- learn about the advantages and disadvantages of attending trade fairs;
- know how to engage with prospects in trade fairs through Trade Show Samurai and Trade Show Ninja;
- learn how to get customer information through lead cards;
- know how to write a follow-up letter after trade fairs.

Lead-in

Task 1 Every year, many world-renowned trade fairs are held in China. Can you name one held in your region? Have you heard about the trade fairs listed below? Put their names into Chinese.

1. China Yiwu International Commodities Fair (Yiwu Fair) _____
2. China Import and Export Fair (Canton Fair) _____
3. East China Fair _____
4. China International Furniture Expo (Furniture China) _____
5. China Hi-Tech Fair _____
6. China (Shenzhen) International Cultural Industries Fair _____
7. Hongkong Brands and Products Expo _____

Task 2 Trade show giveaways are inexpensive branded gifts that help businesses to market their brands, products and services. Below are different types of giveaways. Write their names in brackets. Work in pairs. Choose one that you consider most proper (if you are an exhibitor) and one most attractive (if you are a visitor) and explain your reason to your partner.



(chocolate bar)



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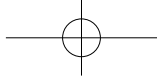
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Reading A

Setting: Jessica and Christie are co-founders of T&R Jewelry, a young American company that sells accessories. They are reading a news report about future trend of doing business—whether Internet marketing will replace trade shows.

Starting Point

Task 1 Work in pairs. Discuss the following questions with your partner:

1. What are the benefits for a company to exhibit at a trade show?
2. Do you think Internet marketing is more effective than trade shows? Why or why not?

Internet Marketing Is In, Trade Shows Are Out?



For decades, trade shows have been considered one of the most effective marketing tools. However, many businesses have cut back on their attendance at trade shows in recent years because of security and cost concerns. They are now turning to the Internet.

According to the latest data from the EU, almost half the population of its member states made an online purchase in the past year. Just five years ago, this figure was less than one in three. This explosion in digital commerce and a new emphasis on online shopping has meant a huge shift for marketers. A 2013 survey conducted by inbound marketing specialist HubSpot reveals that European companies are generally starting to “shift their focus away from outbound channels toward inbound: Direct mail was the most common channel being de-prioritized at 15% of respondents, followed by trade shows (14%) and telemarketing (12%).” According to Senior Vice President and Head of Communications, Tina Felber, at Siemens, the trend doesn’t ring true with the German technology giant. “I would say trade shows are one of the most effective business tools we have, especially for our sector,” she said. However, Felber went on to explain that in recent years, online marketing had become equally as valuable to her business as trade shows.

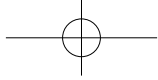
Many manufacturers, who still showcase their new products at trade shows and expositions, argue that they are one of the most important forums and sources of business, especially in the B2B (business-to-business) sector. Harald Kötter from AUMA, the trade association for the German trade fair industry,



admits online marketing has a growing impact. Despite this he says, “The specific qualities that characterize trade fairs continue to be appreciated. Clearly, their main features: establishing quality business contacts at a personal level and providing a real-life product experience remain in demand.” In future, Kötter predicts, traditional “three-dimensional” trade fair marketing will continue to win out because “two-dimensional” online marketing has serious limitations.

Felber, however, feels that the true power of trade shows can only be harnessed with effective online marketing. “Trade shows will always be important, as it is where people really connect,” she says, “but to get the visitors there in the first place, a broad online strategy and an ‘integrated communication package’ is the key.”

Internet marketing is powerful, but it’s the feet that still do the walking. Technology and online communication are strong enablers for many businesses, but the power of face-to-face communication is equally compelling. How to successfully combine the two continues to be a hot topic in marketing strategy meetings and online forums.



New Words

attendance /ə'tendəns/ <i>n.</i>	出席, 参加 presence at an event
explosion /ɪk'spləʊʒən/ <i>n.</i>	激增, 扩张 a large and rapid increase in the number or amount of something
digital /'dɪdʒɪtl/ <i>adj.</i>	数字的, 数码的 storing information such as sound or pictures as numbers or electronic signals
shift /ʃɪft/ <i>n.</i>	转换, 变化 a change or transfer from one place, position, direction, person, etc., to another
inbound /'ɪnbəʊnd/ <i>adj.</i>	入境的, 传入的 directed or moving inward or toward a center
reveal /rɪ'veɪl/ <i>v.</i>	显示, 透露 to make known something that was previously secret or unknown
outbound /'aʊtbaʊnd/ <i>adj.</i>	离埠的, 向外去的, 外传的 moving away from you or away from a town, country, etc.
de-prioritize /di:prə'ɒrɪtaɪz/ <i>v.</i>	降级, 使……不重要 to reduce the level of priority, treat as less important than other things
respondent /rɪ'spɒndənt/ <i>n.</i>	调查对象, (调查问卷的) 答卷人 a person who replies to something such as a survey or a set of questions
telemarketing /,teli'mɑ:kɪtɪŋ/ <i>n.</i>	电话推销 a way of selling products to people in which you telephone people to see if they want to buy something
sector /'sektə/ <i>n.</i>	部门, 领域, 行业 a part of an area of activity, esp. of business, trade, etc.
showcase /'ʃəʊkeɪs/ <i>v.</i>	展示 (优点) to exhibit or display
exposition /,ekspə'zɪʃən/ <i>n.</i>	博览会, 会展 a large-scale public exhibition or show, as of art or manufactured products
forum /'fɔ:rəm/ <i>n.</i>	论坛, 讨论会 public medium or place of open discussions
three-dimensional /,θri:dar'menʃənəl/ <i>adj.</i>	三维的, 立体的 solid rather than flat
two-dimensional /,tu:dar'menʃənəl/ <i>adj.</i>	二维的, 平面的 flat rather than solid
harness /'hɑ:nɪs/ <i>v.</i>	利用, 控制 to control for effective use
enabler /ɪ'neɪblə/ <i>n.</i>	推动者, 促成者 one that enables another to achieve an end
compelling /kəm'pelɪŋ/ <i>adj.</i>	非常强烈的, 不可抗拒的 strong and forceful

Phrases and Expressions

cut back	减少, 削减 to reduce in rate, quantity, etc.
ring true	看起来是真的 to appear to be true

Technical Terms

digital commerce	数字化商品交易
inbound marketing	集客营销（又称搏来客营销）
outbound channel	推/传播渠道
direct mail	直邮广告
B2B (business-to-business)	常指企业对企业的电子商务模式，文中指交易双方都是企业

Proper Names

EU	欧盟
HubSpot	一数字营销软件公司，总部位于美国
Siemens	（德国）西门子公司（世界上最大的电气和电子公司之一）
AUMA	德国贸易展览协会（德国最重要的展览组织和展览业服务、协调的权威机构，全称：Association of the German Trade Fair Industry）

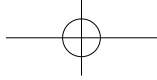
Understanding the Text

Task 2 Answer the questions with the information you find in the text.

1. Recently, why are many companies less interested in attending trade shows?
2. Which marketing channel is of the least importance according to the HubSpot survey, direct mail, trade shows or telemarketing?
3. Is trade show an outbound channel or inbound one?
4. Which tool is more important for Siemens, online marketing or trade shows?
5. What are the factors that keep trade shows remain attractive to many manufacturers?

Task 3 Fill in the table with what you understand from the text. Note that it might take some interpretation effort. You can also add your own opinions.

Internet Marketing		Trade Shows	
Advantages	Disadvantages	Advantages	Disadvantages
<ul style="list-style-type: none">• inexpensive• • • 	<ul style="list-style-type: none">• no personal touch• • • 	<ul style="list-style-type: none">• personal contact opportunity• • • 	<ul style="list-style-type: none">• expensive• • •



Dealing with Language

Task 4 Find words or phrases in the text which match the following meanings.

1. to do less of something or use something in smaller amounts
2. traveling away from a particular place
3. a part of an economy that includes certain kinds of jobs
4. to display in an attractive or favorable way
5. combined or united into a whole
6. capacities, forces and resources that give power, or make possible
7. having a powerful and irresistible effect

Task 5 Replace the underlined parts of the sentences with the correct form of the words and phrases in Task 4.

1. In the past decade, we have seen big growth in technology, financial and utilities industries.
2. Our new products will be presented in the upcoming gift show.
3. This figure includes both domestic and outgoing international travel.
4. Sightseeing agriculture is a new kind of industry combining agriculture with tourism.
5. We can't refuse their offer; it is irresistible.
6. Computers make it possible for people to get more information more quickly.
7. Statistics show that consumers are decreasing their spending on expensive food and drinks.

Task 6 Translate the sentences. Key words and phrases are in brackets.

1. 由于经济形势不利，汽车业减产了15%。(unfavorable; cut back)
2. Workaholics always de-prioritize hobbies, leisure activities, and exercises because of their work. (牺牲)
3. 利用集客营销取得潜在客人的成本比推播营销低约60%。(inbound; outbound; prospect)
4. Perfection of means and confusion of ends seem to characterize our age. (特点)
5. They may know their sources inside out, but they can't harness them with any inspiration. (利用)

Activity 1

Work in pairs. Prepare individually for two minutes and then take turns giving a one-minute presentation on *What Is Important When You Exhibit at a Trade Fair*. Be ready for questions from your partner after your talk.

Note

- Factors you should consider when exhibiting at a trade fair: timing, budget, quality of display, arrangement of transportation&accommodation, staffing&training, brochure, giveaways, samples selection, website, client reception, etc.
- You don't have to cover all factors, just highlight a few.

Reading B

Setting T&R Jewelry has exhibited at many national shows but the results were not encouraging. To improve the situation, Christie and Jessica have invited Andrew Eastman, a freelance marketing consultant, for pre-show training. Now Andrew is sharing his expertise in effective lead generation.

Note

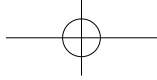
- A lead, in a marketing context, is a potential sales contact: an individual or organization that expresses an interest in your goods or services. Each inquiry for more purchasing information would be a “lead,” which might subsequently be developed into a sale. Getting complete information about your trade show leads is essential to effective follow-up for greater sales results.

Task 1 In a trade show, the booth team has the important responsibility of collecting, recording and qualifying leads from visitors who come by the exhibit. It's great to have many visitors gathering in the booth, however, you can't talk to all of them in detail because you just don't have the time, or the answers to their questions. Work in groups and discuss: What will you do in the following situations? Can you offer some advice?

You've determined that the guest you are talking to is a poor prospect (潜在客户) who is just looking around. You need to disengage (脱身) and back off or end your conversation.

One visitor seems really interested in your new line of products and keeps asking specific technical questions. Your experience tells you that he is a hot prospect who is very likely to close a deal with. The problem is, you don't know the answers to some of his questions.

You've been talking to a prospect (purchasing manager) for about 20 minutes. Another visitor has been looking at your samples for quite a while, but no one greets her because your colleagues are all occupied with their work. She gets bored waiting and is about to leave. You need to stop the conversation to receive her without making the prospect you are talking to feel disrespected.



Trade Show Samurai

vs.

Trade Show Ninja

Time is the enemy. Even the longest trade shows only last a few days. During these few days you must make meaningful connections with hundreds or thousands of attendees. Every minute wasted on the show floor means lost opportunity.

When we find a prospect that looks promising, we definitely want to spend more time with that individual and get to know him or her. Sometimes we will be keen to show them product demos or give presentations that will leave them with a favorable impression of our company. However, the few extra minutes we spend with these individuals can cost us in the long run because we are missing the chance to connect with other attendees that could be just as promising, if not better.

There is one way to handle these situations. Call in a Trade Show Ninja. A Trade Show Ninja is a member of the company who has a special area of expertise and who can be called on to spend extra time with an interested attendee. In some cases the Ninja will be at the show and on hand. In other cases they will be at your company offices. Popular Ninjas include employees specializing in sales, investment, public relations, marketing, human resources, technology, and product demo. Whenever the Trade Show Samurai, the representative of your company at the booth, has an attendee who wants to talk, at length, about any particular subject, the Samurai will refer them to a Ninja so he or she can get back to work generating leads.

Here is an example. An attendee wants to talk, in detail, about your technology and how it works. Even if you know the answers it is best to refer him to a Ninja. You may say, "You are asking a lot of good, technical questions. I'd like to set you up with our CTO (Technology Ninja) who can give you all the expert information you need. When would be convenient for him to get in touch?" Thus, you close the conversation respectfully and politely and pass the prospect on to the CTO.

There is nothing wrong with spending extra time with attendees with demos, games, or other conversations. But, when your priority is lead generation, you must use Ninjas to manage the extra work. Trade Show Samurais have one mission: capturing quality leads.





New Words

- promising /'prɒmɪsɪŋ/ *adj.* 有希望的, 有前途的 showing signs of being successful or good in the future
- capture /'kæptʃə/ *v.* 争取, 捕获 to seize; to try to obtain

Phrases and Expressions

- in the long run 从长远来看 over a long period of time
- on hand 在场, 在近旁 immediately available
- at length 详尽地 in detail
- set someone up with 帮某人安排一次预约 to arrange an appointment for someone

Technical Terms

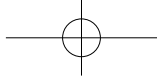
- Trade Show Samurai 展会武士(文中比喻公司里在展会上负责接待的工作人员)
- Trade Show Ninja 展会忍者(文中比喻公司里负责接待从展会武士处转来的潜在客户并详细解答相关专业问题的工作人员)
- product demo (product demonstration) 产品展示
- CTO (Chief Technology Officer) 首席技术官

Task 2 Decide whether the statements are true (T) or false (F) according to the text.

- ☐ 1. You should show every prospect your product demos to impress them.
- ☐ 2. Trade Show Ninjas can spend more time with attendees who are really interested in the company products.
- ☐ 3. Trade Show Samurais don't need to answer specific questions from booth visitors.
- ☐ 4. If you don't want to answer detailed technical questions, just ask the guests to call your CTO.
- ☐ 5. Trade Show Samurais should focus on lead generation.

Task 3 Complete the passage written by a frequent trade show attendee with the correct form of the words from the text. The first letter has been given to you.

I was waiting to speak to a guy at a local yacht club booth. I waited there when the man loaded up another (1) a _____ with a free tote bag, some stickers and a nice cup. Five minutes into the (2) c _____ he learned that not only was the attendee from out of town, he didn't even have a boat. He just wanted some free stuff. The booth guy was nice and helpful,



but (3) w_____ a lot of his time! When the guy finally got around to me he made the same mistake—loading me up with gifts, bragging about their service before learning anything about me. He forgot that his (4) m_____ at the show was to generate (5) l_____. I felt bored and decided to move on. The guy didn't even (6) c_____ my name and number. I'm about as good a (7) p_____ as they are going to get—I do have a boat and I keep my boat in the harbor where the yacht club is located, but they will never know it.

Many booth representatives at trade shows assume that they are there to teach people about their products. However, they are there to learn, not to teach. Make learning about the attendees your (8) p_____ and your show will be great.

Task 4 Translate the sentences. Key words and phrases are in brackets.

1. _____ (及时跟进有意向的潜在客户非常关键) because you will be able to reach the prospects before interest wanes. (follow up)
2. Socially responsible businesses may _____ (赢得顾客的信任与尊敬, 最终将获得更大的利润). (in the long run)
3. Two to three weeks before the show, _____ (给你的现有客户和潜在客户发封电邮, 邀请他们到你的展台参观). (prospect; booth)
4. Being aware of this opportunity, _____ (中国银行业的几大巨头正在定位它们的服务, 以抓住这个机会). (position; capture)

Task 5 A good sales pitch impresses the prospects and puts you in a position to make the sale. In trade shows, when time is an issue, effective sales pitch should be concise and to the point. Complete the sales pitches according to their explanations.

Note

Sales pitch (销售辞令): a line of talk/words that attempts to persuade someone of something.

1. Our products are all made in China. Their prices are competitive, and their quality meets European standards.

Chinese _____ and European _____.

2. We produce top grade engines. From 2003 to 2012, we ranked first in China in terms of market share and quality.

Ten years _____; Chinese _____ choice.

3. Customer loyalty is our No.1 priority. We do what we could to make our clients happy. If you are not satisfied with our products, just let us know. We would definitely work our hardest to improve.

We are not _____ until you are.

4. I'm sure you will be 100% satisfied with our products. If not, you could send them back and ask for a refund.

Satisfaction _____, or your money _____.

Activity 2

Work in groups to create a lead card for T&R Jewelry through the following steps:

- Discuss with your group members and decide on the necessary items you want to include in your own lead card.
- Draft the card (don't work too hard on the layout).
- Compare your card with the following two samples.
- Revise your card if needed.

BOTO TECHNOLOGY LEAD CARD

PLEASE BUSINESS CARD HERE

EVENT _____ DATE _____
 NAME _____ M/F TITLE _____
 COMPANY _____
 ADDRESS _____
 TEL _____ FAX _____
 E-MAIL _____
 PRODUCT/SERVICE CURRENTLY IN USE _____

PRODUCT/SERVICE INTERESTED IN _____

PURCHASE TIME FRAME

- ☐ WITHIN 1 MONTH ☐ ORDER
☐ 3—6 MONTHS ☐ APPOINTMENT REQUESTED
☐ 9—12 MONTHS ☐ SALES CALL REQUESTED
☐ NO IMMEDIATE REQUIREMENT ☐ SEND LITERATURE

COMMENTS: _____

LEAD TAKEN BY _____

APD Electronics

LEAD CARD

TRADE SHOW NAME: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Fax: _____

Product interested in:
(put down code numbers)

Quantity: _____

Time frame: _____

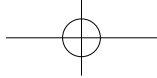
Specific requirements: _____

Budget: _____

Other company
contacts: _____

Follow-up:

- ☐ Send brochure or proposal
☐ Schedule presentation or demonstration
☐ Set up appointment



Listening



Setting: T&R Jewelry is exhibiting at the Seattle Gift Show and Jessica receives a visitor to their booth.

Task 1 Listen to the conversation between Jessica and Peter Huang. Fill in the blanks with what you hear.

- Jessica: So Mr. Huang, you are from China?
- Peter Huang: Yes. Our company is among the (1) _____ in China.
- Jessica: Do we have anything of interest for you?
- Peter Huang: Yes. I like your products. They are (2) _____. Last night I visited your website, and the more I read, the more I loved your (3) _____. So now I'm here again.
- Jessica: I'm very glad to hear that. What can we do for you?
- Peter Huang: Well, the quality and prices are fine, but I am not sure about how well your (4) _____ will go down in Asia.
- Jessica: I understand your (5) _____. To be honest, I've never been to China and I don't know the Chinese. But we have (6) _____ from all over the world, including China. They give pretty good (7) _____. If you want to read some, I...
- Peter Huang: I know, I know, your products are cool pieces, but I need (8) _____ because I'm thinking about an exclusive distribution (9) _____.
- Jessica: Exclusive distribution deal? In the China market?
- Peter Huang: Larger than that, in Asia.
- Jessica: Ah, we can talk about that!

Task 1 If you are Jessica, what solution will you offer to reassure Mr. Huang? Work in pairs and see if your partner agrees with you.

Setting: Jessica is interviewed in a studio at the Seattle Gift Show about her trade fair stories.

Task 2 Fill out the interview notes according to what you hear.



SHOW GOALS

- be (1) _____ and relevant across the country;
- (2) _____ new people;
- open new (3) _____;
- surpass the previous shows' (4) _____.

KEY ISSUES

- a full set of (5) _____;
- a great (6) _____.

Activity 3

Suppose you are Jessica and you have just arrived in Seattle with your show team for the show starts tomorrow. Unfortunately, something goes wrong! What will you do to tackle these problems? Work in groups. Think out one solution for each problem and give your reasons.

Problems:

- Two sets of samples are missing.
- Half of your business cards get soggy (浸水的).
- Your top sales representative is attacked with dysentery (痢疾).

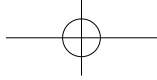
Task 3 Listen to the passage about E-Cantonfair and answer the questions according to what you hear.

1. Why was E-Cantonfair established?
2. Who are the users of E-Cantonfair?
3. What's the benefit of "one-stop" service?
4. What kind of market does E-Cantonfair aim to build?

Communication Project

Setting: Christie is visiting a furniture expo in New York. She is trying to find a company there that can help them with the redecoration of their showroom. She arrives at the booth of New Image Office Furniture. Their Sales Manager Dennis Clauss greets her and tries to find out whether she is a qualified lead.





Task 1 The following are some open-ended questions to find out whether Christie is a qualified lead. Complete the questions in the conversation. For each question, a key word is given as a cue (提示).

Christie: As I said, we are hoping to update both the furniture and the decoration of our showroom.

Cue: size

Dennis: OK, and can you tell me (1) _____ that needs updating?

Christie: About 3,000 square feet.

Cue: budget

Dennis: I see, and (2) _____ this project?

Christie: Well, we are hoping to spend no more than \$50,000.

Cue: authority

Dennis: That sounds doable. And are you able to (3) _____?

Christie: Yes. It's up to me to find the right company for the job.

Cue: timeline

Dennis: Great. And (4) _____ for this project?



Will you consider Christie a qualified lead? Why?

Task 2 Work in pairs. Pick your role as either Christie or Dennis and role-play the booth conversation between them.

Christie needs to inquire about:

- their products and customer-made services.
- their clients and finished projects.
- the package price for furniture and decoration.
- what they can do with the budget.
- if they can meet the deadline (with emphasis).

Dennis needs to:

- find out whether Christie is authorized to close the deal.
- get basic information about the “before” (current showroom) and “after” (their expectation for the new one after redecoration).
- get other information about the redecoration project (size, budget, timeline, etc.).
- guarantee on meeting deadline, or tell the truth if New Image Office Furniture really cannot meet her needs and explain why.

Writing

Setting: Jessica had a discussion with her design team after coming back from the gift show. She is now writing a follow-up letter to Peter Huang concerning his proposal of exclusive distribution deal.

Task 1 Discuss in groups and answer the questions:

- (1) How soon should a follow-up letter be sent after an exhibition?
- (2) What are usually attached to the follow-up letters?
- (3) What do you need to find out when someone proposes an exclusive distribution deal?

Task 2 Complete the letter for Jessica based on your answers in Task 1.

To : Peter Huang

From: Jessica Stanfield

Date: (1) _____ 24, 2014

Subject: Exclusive Distribution

Dear Mr. Huang,

It was a great pleasure to meet you on the 17th of August at the Seattle Gift Show. Thank you for (2) _____. I hope you enjoyed your visit at our booth, and trust that your trip home was safe and uneventful.

Following up on our conversation at our booth, I am now sending you (3) _____ for the products you are interested in. Please feel free to contact me if (4) _____.

We are interested in your proposal for _____.

We are still in discussion with (5) _____ about including Chinese and jungle elements to our product range. I attach one of our initial ideas but would be pleased to have some pictures from you as to exactly what type of piece you think will sell in Asia.

I look forward to hearing from you.

Yours sincerely,
Jessica Stanfield

further details about the number of outlets, annual and projected incomes, initial order, etc.