

learningcurve

Adding Value to your Organisation

# Planning for success at CATEX 2013



**CATEX**  
Catering Inspiration

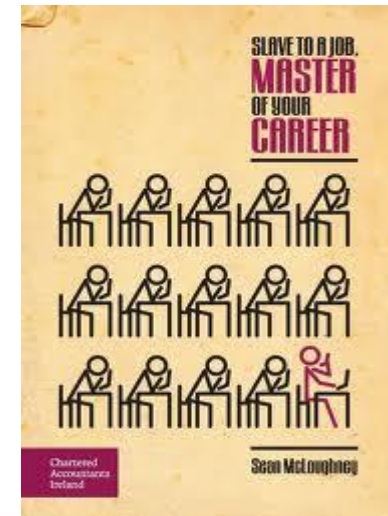
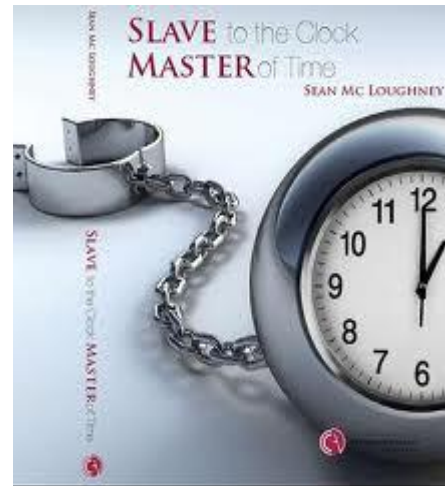
learningcurve

Adding Value to your Organisation

**Sean McLoughney**

**welcome**

**sean@learningcurve.ie**



learningcurve

Adding Value to your Organisation

## Overview

**Welcome**

**Housekeeping**

**Outline of course programme**

**Personal introductions**

**Switch off mobile phones**

**Bathroom facilities**

**Fire alarm = continuous bell**

**Fire Exits**

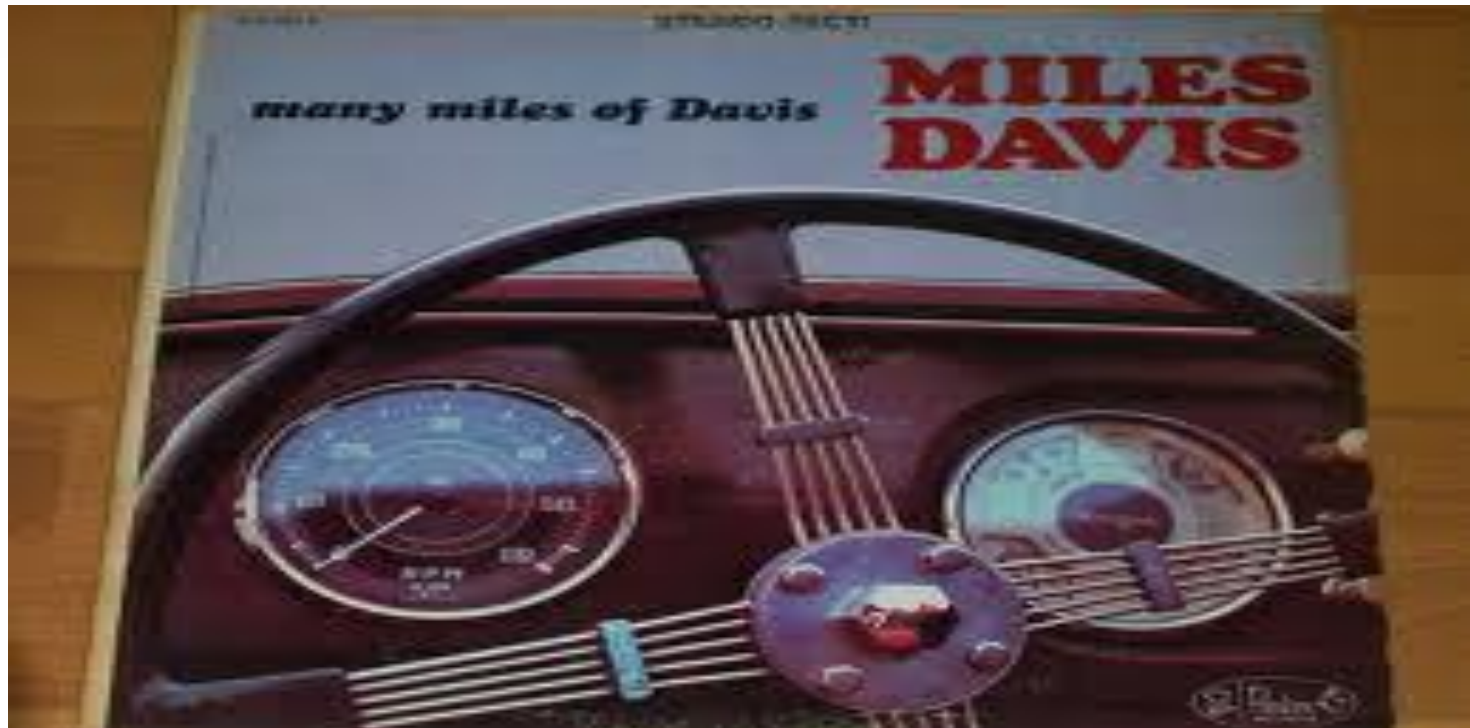
**Assembly Point**

**Breaks**

learningcurve

Adding Value to your Organisation

how many miles



learningcurve

Adding Value to your Organisation



learningcurve


Adding Value to your Organisation

Aim:

To ensure you and your team has the **best approach** to showcasing at CATEX 2013. To ensure your **team is focused and ready** to maximise the **return on your investment**.



**CATEX**  
Catering Inspiration



learningcurve

Adding Value to your Organisation

## CORE CONTENT OF PROGRAMME

Define the **“Success Indicators”** for CATEX

Set **clear objectives** for achieving success

Understand the profile of **potential leads**

Plan for the **successful encounter**

Define **best practice** for managing the stand

Before & After CATEX - devise a **100 Day Action Plan**

Manage your **follow up leads**

learning curve


Adding Value to your Organisation



challenge  
change  
culture

start with....





learningcurve

Adding Value to your Organisation

Plan for CATEX

Pre CATEX team meeting

Showcasing at CATEX

The real work begins

Getting ready for the next CATEX

learningcurve

Adding Value to your Organisation

would you run a business  
without a **business plan?**



learningcurve

Adding Value to your Organisation

100  
DAYS

what am I going to **start** doing.....

**stop** doing.....

doing **more** of.....



learningcurve

Adding Value to your Organisation



24 hour **rule**



learningcurve

Adding Value to your Organisation



*'Just make up your mind at the very outset that your work is going to stand for quality... that you are going to stamp a **superior quality upon everything that goes out of your hands**, that whatever you do shall bear the **hallmark of excellence**.'*

*Orison Swett Marden*

learningcurve

Adding Value to your Organisation




learningcurve

Adding Value to your Organisation



**WHAT**

are **Success Indicators** for CATEX



learningcurve

Adding Value to your Organisation

## setting **SMARTER** Goals

Sales/leads:

Customer Relationships:

Market Research:

Brand Building:

Media Relations:



learningcurve

Adding Value to your Organisation

the **SMARTER Way Goal Setting System™**  
can be used as follows:

**S**pecific

**M**easurable

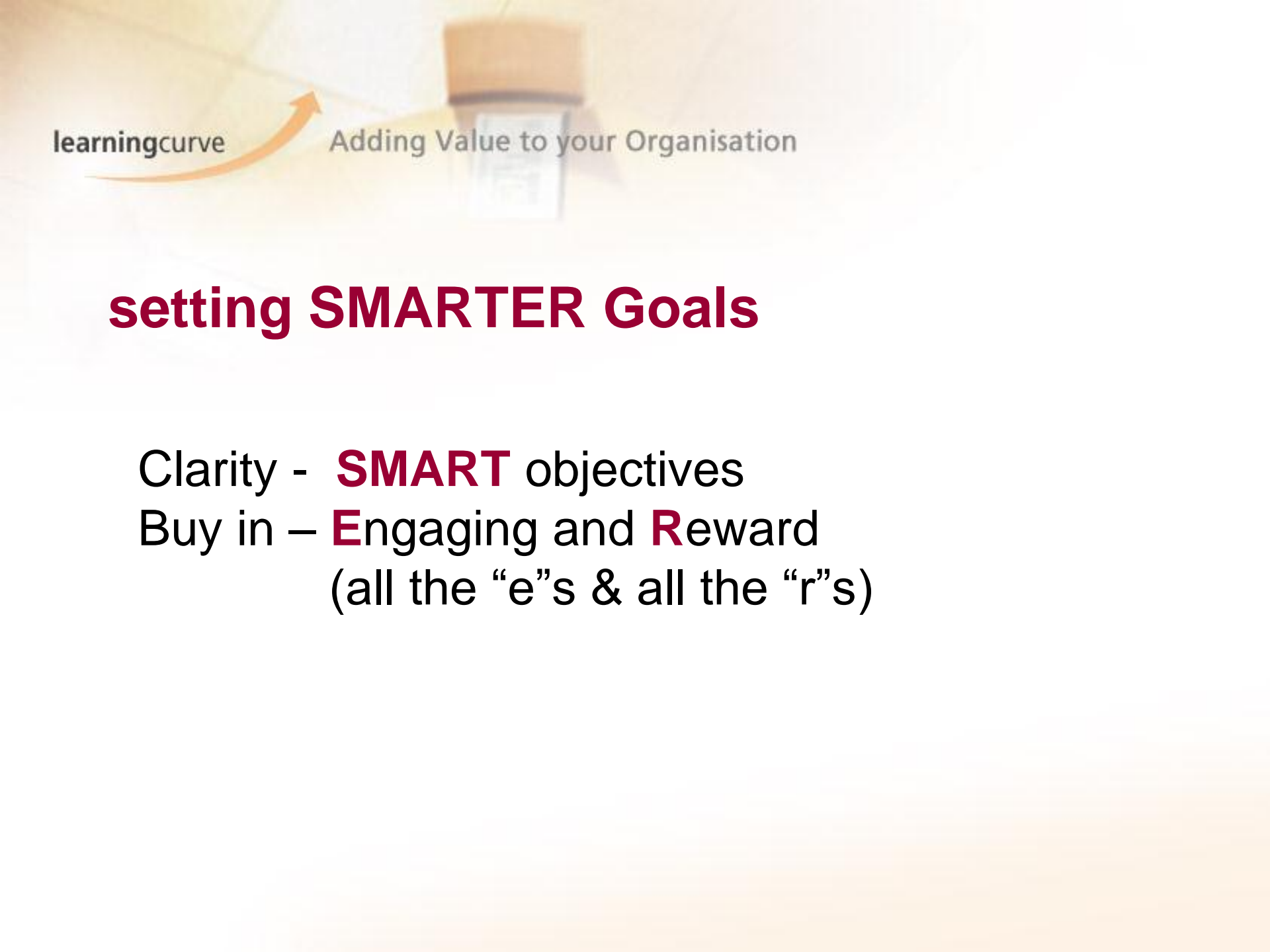
**A**ligned

**R**ealistic

**T**ime frame

**E**ngaging

**R**eward



learningcurve

Adding Value to your Organisation

## setting **SMARTER** Goals

Clarity - **SMART** objectives

Buy in – **E**ngaging and **R**eward  
(all the “e”s & all the “r”s)

learningcurve

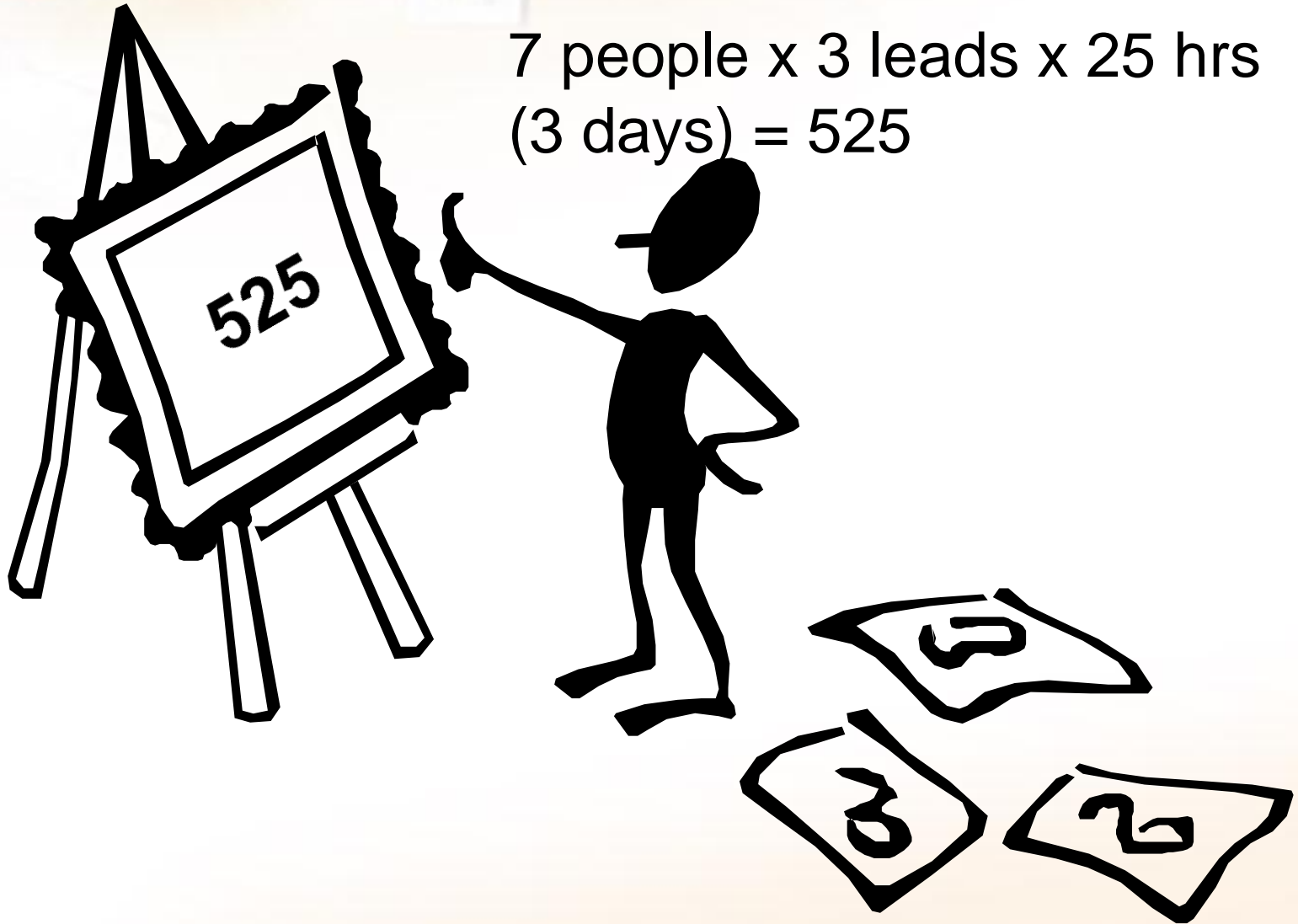
Adding Value to your Organisation



learningcurve

Adding Value to your Organisation

7 people x 3 leads x 25 hrs  
(3 days) = 525

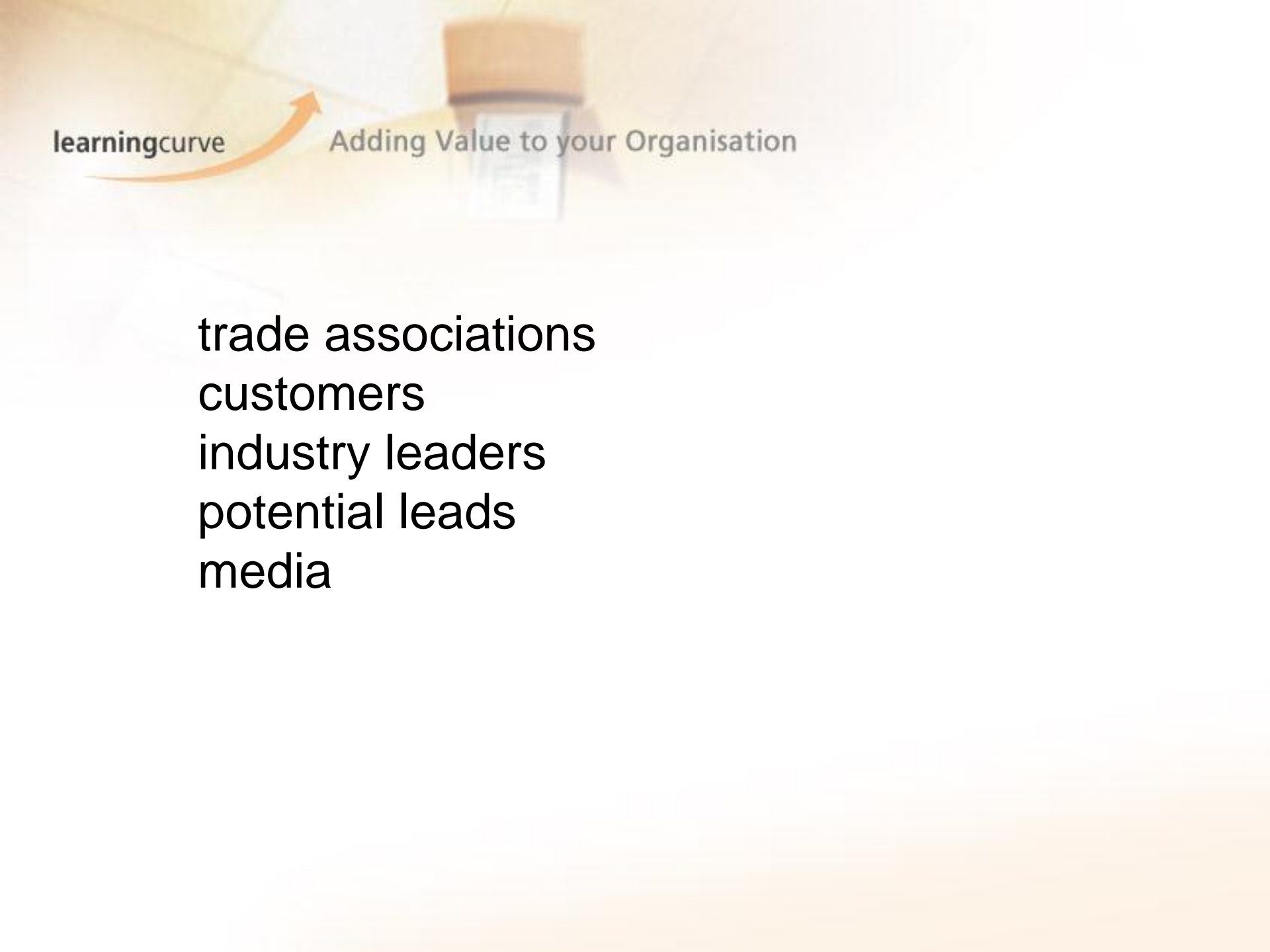


learningcurve

Adding Value to your Organisation

who **should be** top priority

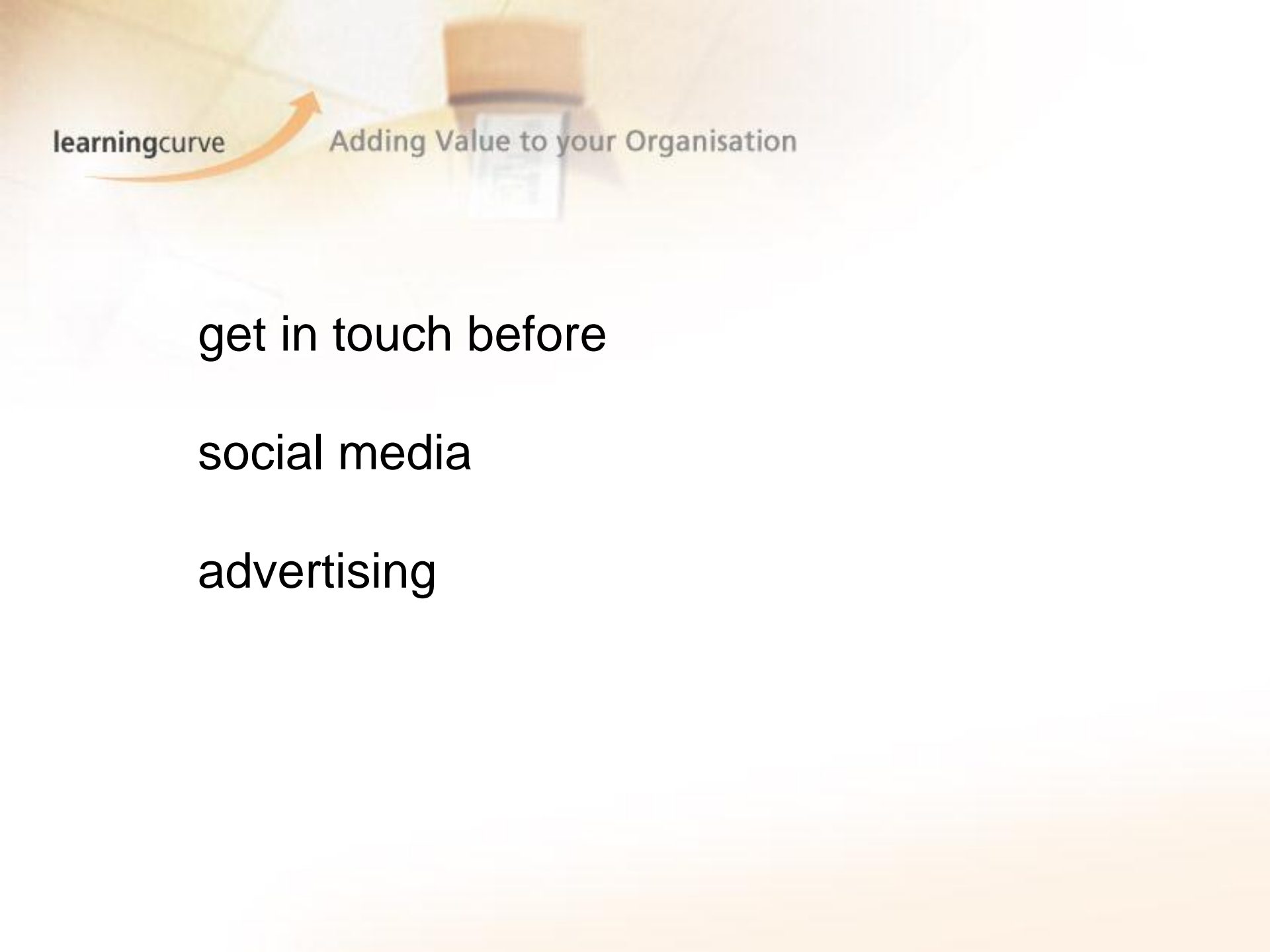




learningcurve

Adding Value to your Organisation

trade associations  
customers  
industry leaders  
potential leads  
media



learningcurve

Adding Value to your Organisation

get in touch before

social media

advertising

learningcurve

Adding Value to your Organisation

why do I need a talk to them





learningcurve

Adding Value to your Organisation

Can I help you?

learningcurve

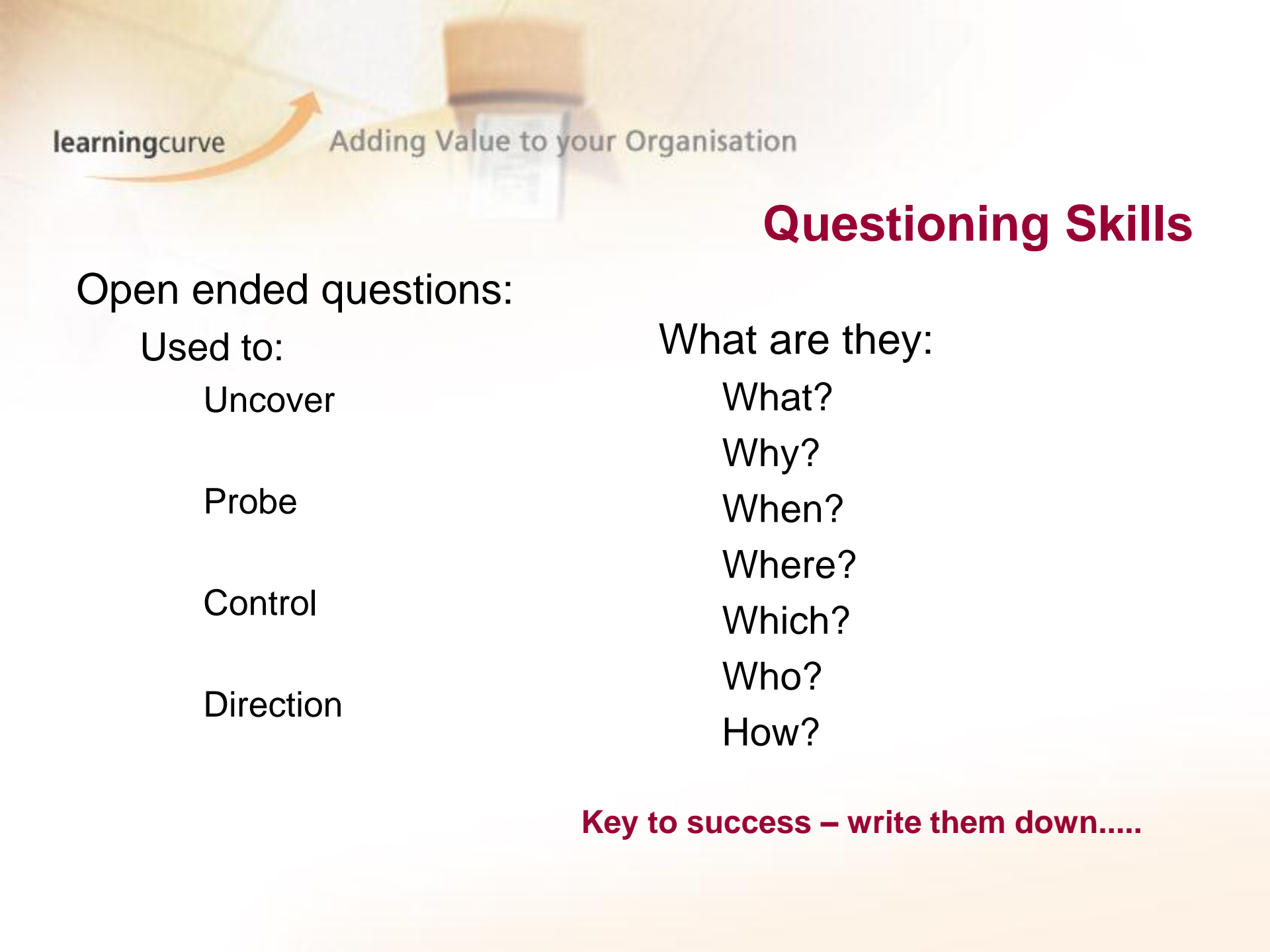
Adding Value to your Organisation



learningcurve

Adding Value to your Organisation





learningcurve

Adding Value to your Organisation

## Questioning Skills

Open ended questions:

Used to:

Uncover

Probe

Control

Direction

What are they:

What?

Why?

When?

Where?

Which?

Who?

How?

**Key to success – write them down.....**

learningcurve

Adding Value to your Organisation

## Questioning Skills

### Closed questions:

Used to:

Confirm

Clarify

Close

What are they:

Is?

Was?

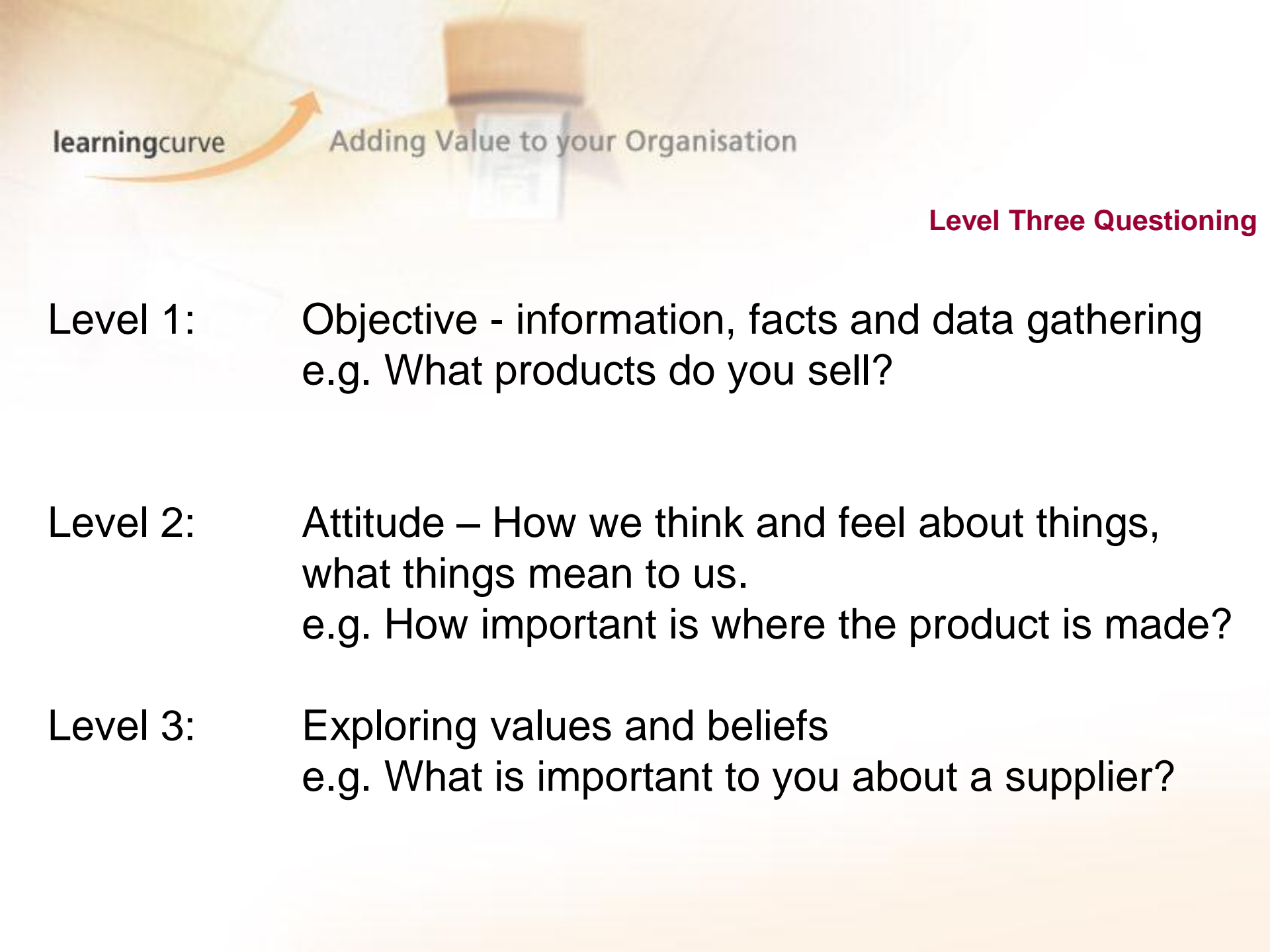
Does?

Do?

Can?

Will?

Tend to happen more naturally



learningcurve

Adding Value to your Organisation

## Level Three Questioning

- Level 1: Objective - information, facts and data gathering  
e.g. What products do you sell?
- Level 2: Attitude – How we think and feel about things,  
what things mean to us.  
e.g. How important is where the product is made?
- Level 3: Exploring values and beliefs  
e.g. What is important to you about a supplier?

learningcurve

Adding Value to your Organisation



learningcurve

Adding Value to your Organisation

how do **stand out** from the crowd





learningcurve

Adding Value to your Organisation

Where?

learningcurve

Adding Value to your Organisation

pro-forma sheets

learningcurve

Adding Value to your Organisation

when **will** we meet



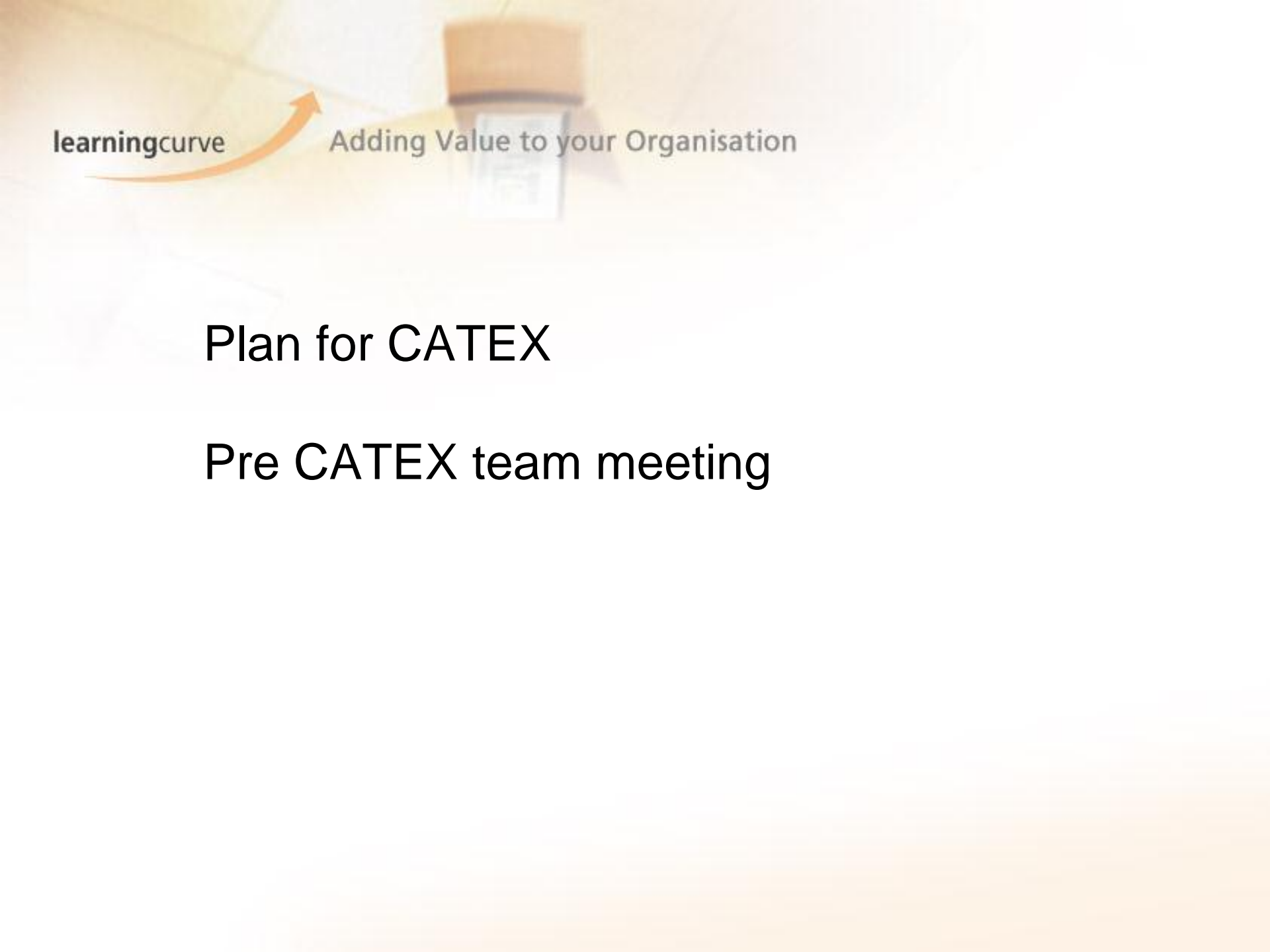
learningcurve

Adding Value to your Organisation



24 hour **rule**






learningcurve

Adding Value to your Organisation

Plan for CATEX

Pre CATEX team meeting



learningcurve

Adding Value to your Organisation

## Discuss

Success Indicators

Expectation levels

Logistics

Responsibilities


Rota

Products/ services

Competitor analysis

Demo

Incentives and give-aways



learningcurve

Adding Value to your Organisation

Plan for CATEX

Pre CATEX team meeting

Showcasing at CATEX

learningcurve

Adding Value to your Organisation

**manage** the stand



learning curve

Adding Value to your Organisation



picture perfect  
product displays/literature  
dress code  
enquiry sheets/business cards  
review of day  
revisit targets/target details  
rota  
customer comments  
stationery  
best practice

learningcurve

Adding Value to your Organisation

# curb appeal




learningcurve

Adding Value to your Organisation



all your visitors senses  
product displays – message  
well-labelled  
reception area  
clean and no clutter  
no customer information on view  
take away – general  
take away – serious lead



learningcurve

Adding Value to your Organisation

influencing =

**content + conviction + communication**

**what + why + how**

learningcurve

Adding Value to your Organisation

how we **communicate**




learningcurve

Adding Value to your Organisation

# Albert Mehrabian

we're much more likely to believe that the **real meaning** is contained in the **nonverbal signals** the person is giving off, rather than in **the words** they're saying



learningcurve

Adding Value to your Organisation

Plan for CATEX

Pre CATEX team meeting

Showcasing at CATEX

The real work begins

learningcurve

Adding Value to your Organisation

prepare



follow up.....



learningcurve

Adding Value to your Organisation

what's **your strategy**

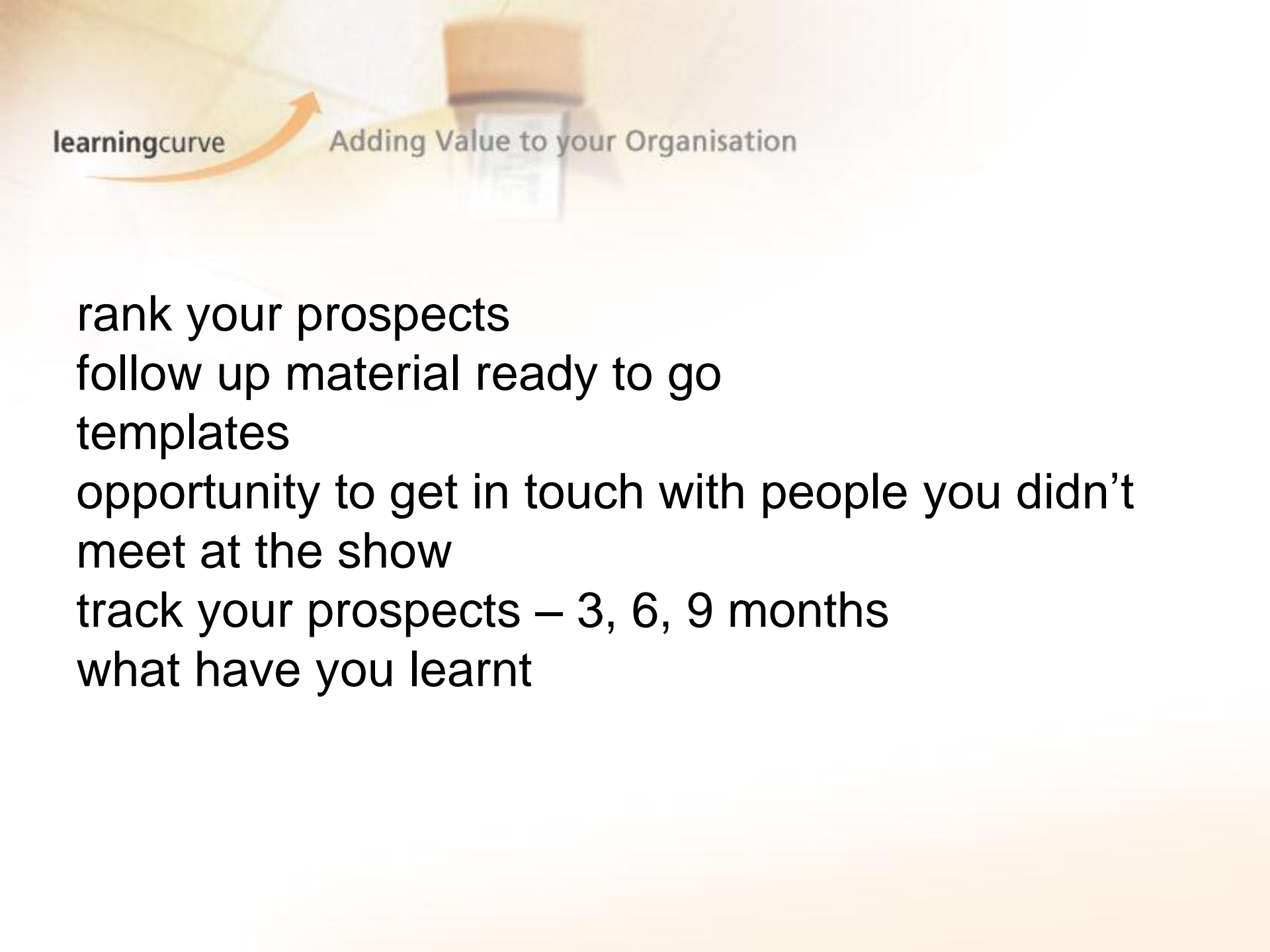


**let's work together...**

learningcurve

Adding Value to your Organisation





learningcurve

Adding Value to your Organisation

rank your prospects


follow up material ready to go

templates

opportunity to get in touch with people you didn't  
meet at the show

track your prospects – 3, 6, 9 months

what have you learnt



learningcurve

Adding Value to your Organisation

Plan for CATEX

Pre CATEX team meeting

Showcasing at CATEX

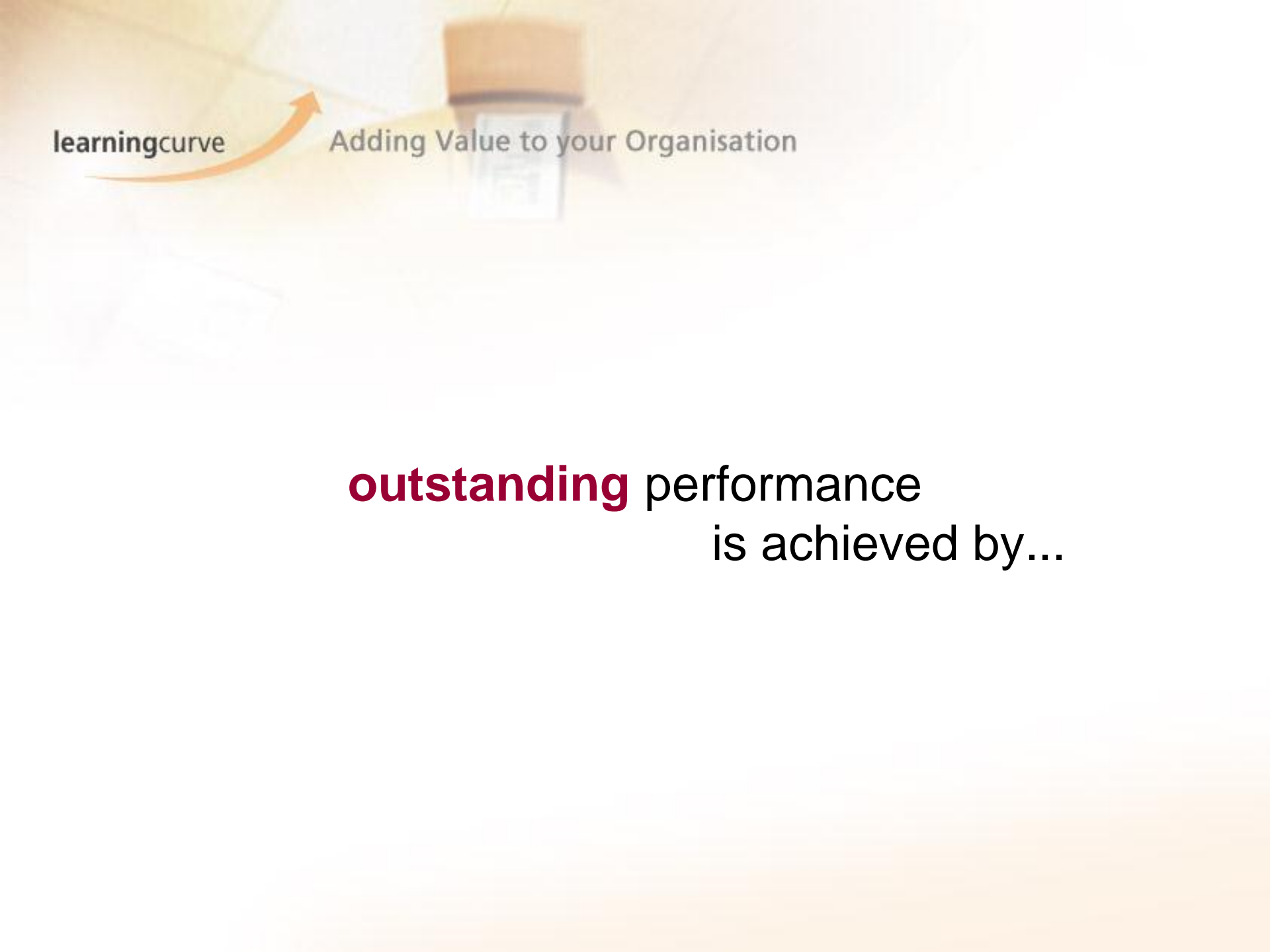
The real work begins

Getting ready for the next CATEX

learningcurve

Adding Value to your Organisation

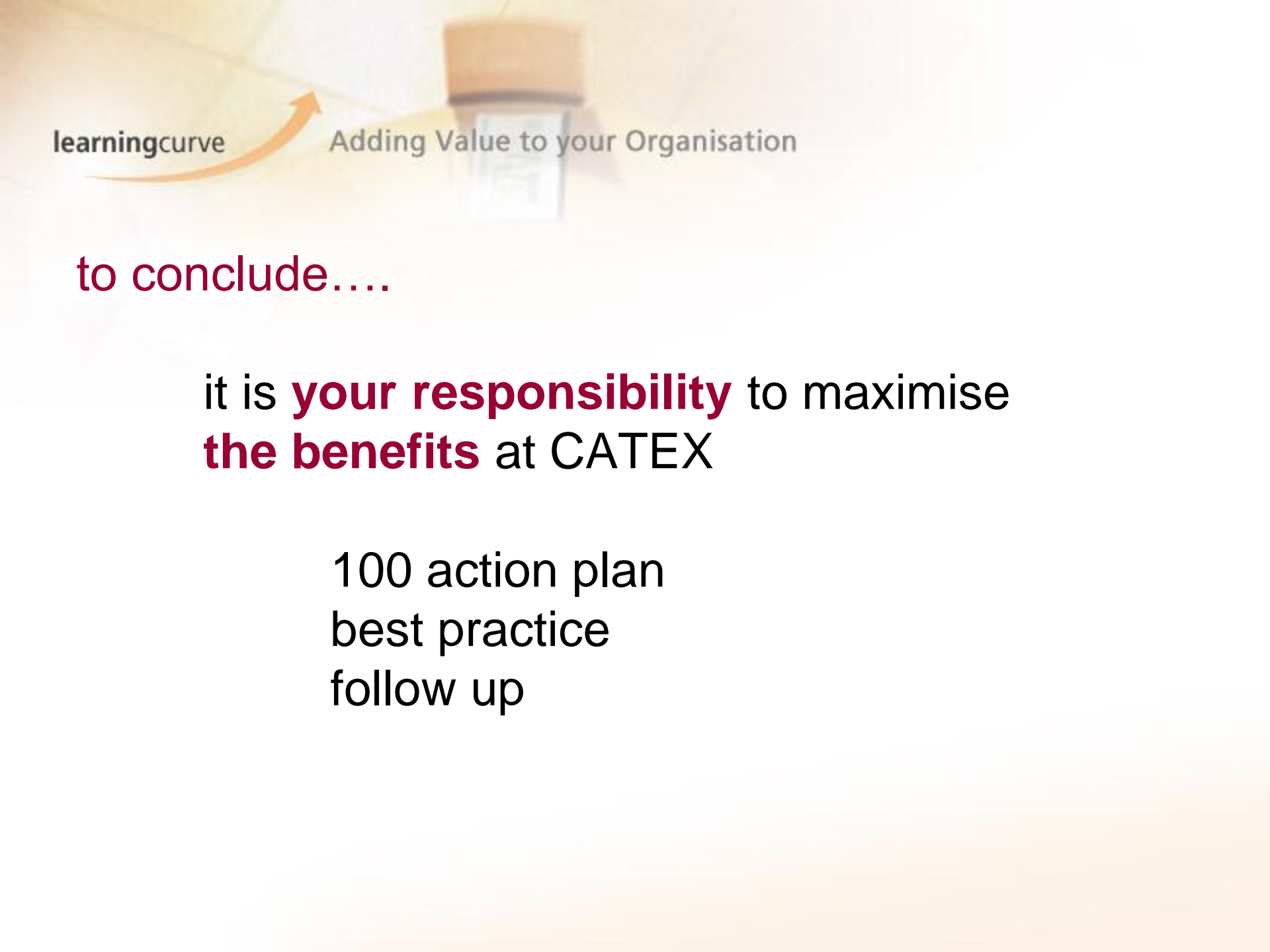
**debrief sessions**



learningcurve

Adding Value to your Organisation

**outstanding** performance  
is achieved by...



learningcurve

Adding Value to your Organisation

to conclude....

it is **your responsibility** to maximise  
**the benefits** at CATEX

100 action plan  
best practice  
follow up

learningcurve

Adding Value to your Organisation

**Sean McLoughney**

**Thank You**

**sean@learningcurve.ie**

