



*Inspiring*

# TOTAL ENGAGEMENT

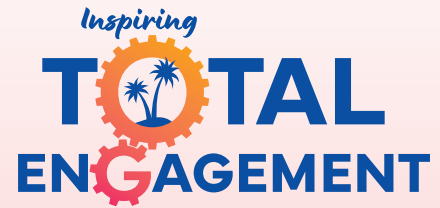
2024 IBC NATIONAL CONFERENCE  
ORLANDO, FL • OCTOBER 6-9, 2024

## **IBC Supplier 2024 Booth Guidelines**

**How to Get the Best Results  
from Your Booth Sessions**

# 3 Steps to a Successful Meeting

- 1. Pre-meeting Preparation
- 2. A Focused Meeting Agenda
- 3. Post-meeting Follow-Up and Plan Execution



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## 1. Pre-meeting Preparation

- Start planning ahead of time.
- Prepare a pre-meeting task list (sample below).

TASK	RESPONSIBILITY	STATUS
Gather input from your sales and marketing teams about desired meeting outcomes.		
Identify new products, marketing tools, training programs & incentives to share with members.		
Prioritize and summarize all sales and marketing data; establish objectives for each member meeting. If time permits, contact each member to ask names of target customers for new business and examples of how they market your products and services.		
1 week in advance: Organize your meeting plan/agenda. Reserve time for questions!		

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## 2. A Focused Meeting Agenda

### **Resolve outstanding issues.**

- Be prepared to learn about any serious service, support or other issues the member may be experiencing with your company.
- Acknowledge any issues and take a solutions oriented approach to solve them with the member.
- Create an action plan and tentative timeline for improvements.

### **Review your program and YTD figures.**

- Be sure the member understands your returns policy, incentives, available sales tools and marketing programs.
- Ask for competitive feedback: “How does this program compare to others in the industry and what are some suggestions for improvement?”

### **Let the member know how they are performing compared to the competition.**

- Offer suggestions on how they can improve stocking, distribution and sales of your product line.
- Discuss how they stack up against other distributors in terms of market knowledge, SIC, contracts and competitive information.
- If appropriate, review or suggest any services, resources or support you may provide to help differentiate them in their local marketplace.

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### **Treat the member as your partner.**

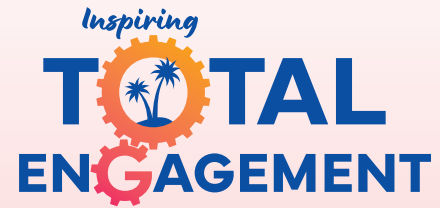
- Don't shy away from providing information on how your company is doing and sharing changes to expect – i.e. field updates, potential contracts, new products, etc.
- Bring them into the “fold” – sharing strategic business information breeds trust and confidence.
- Address any issues identified during your pre-meeting preparations and discuss follow up actions.

### **Maximize the return on the member's and your investment in the National Conference.**

- Explore opportunities to present a new product, discuss a potential conversion or create a joint marketing plan.
- Discuss the resources available to help them sell your products and improve profitability. Refrain from giving a sales pitch! Think of ways to improve a line's profitability in relative and absolute terms.
- Focus on growing sales, nurturing strong and long-term relationships and drafting a business development plan during your meeting.
- Document next steps for both parties during the meeting wrap-up. Thank the member for their time!

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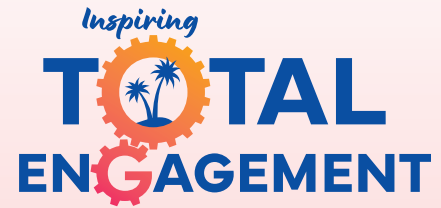
### 3. Post-meeting Follow-Up and Plan Execution

- Create a follow-up checklist.
- Identify action steps.
- Assign primary contacts.
- Assign due dates for each item.

TASK	RESPONSIBILITY	STATUS
Provide 4 <sup>th</sup> quarter promotional pricing and sales support materials for identified products.	Preferred Supplier	Due week 1
Set sales benchmarks.	Preferred Supplier	Due weeks 1-2
Set appointments for joint sales call to targeted end- users.	Member	Due weeks 1-4
Share calendar of product promotions and provide input to IBC for FridayFacts.	Preferred Supplier	Due by week 4
Provide customer feedback and suggestions for improvements.	Member	Due by week 4

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- Monitor progress on action item completion; adhere to schedule of due dates.
- Make every effort to respond to all member requests within 2 weeks of the meeting.
- Complete all actions **within 4 weeks** or less after the meeting.
- COMMUNICATE, COMMUNICATE, COMMUNICATE
  - Share action item completions with the member.
  - Discuss any obstacles causing delays.
- Commit to producing results and maximizing the member's and your investment in the meeting by executing the action plan!

# SUCCESS!