

EXHIBITING SUCCESS Is Now So Easy

The Company's problem was our exhibition presence. As one of the top three companies in our field we needed to be seen to avoid competitors encroaching on our business. However, apart from the shows being expensive, our sales team had difficulty attracting visitors onto our stand and those who did visit, were either known to us or time wasting. I am the sales director, and although I felt it was important to attend, I had become disillusioned with the results.



I decided to surf the Internet and found a company at www.tssl.co.uk Trade Show Secrets Ltd., who specialize in exhibitions. I called **FREephone 0800-0188118** and spoke to Clive Hyams. Clive is a Trade Show magician; he has a sales background and knew just what was needed. After a brief meeting at our office with the sales team and my fellow directors, a contract was agreed, with a generous first time user discount. By the start of the exhibition, Clive had clearly researched our products and knew the market we were aiming for. He kept our stand and the sales team busy all day. However, the most impressive part was that all the visitors had been through an initial vetting procedure as



part of Clive's presentation. It only took a short time but as a result the people we spoke to were all quality leads. Now, after the exhibition, the benefits are beginning to show. We have many new customers, and the future is looking bright. Clive is clearly professional in his approach to business, and thoroughly enjoys his work.

Back at our hotel after a full day on the stand, he was more than happy to entertain us with his amazing magic. It really was a pleasure doing business with him.



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