

## PRESENTATIONS

**Manufacturers, wholesalers, vendors and sales representatives are an invaluable component in the equation for a successful small business. Tom Shay has created topics that are designed to help these individuals and companies to build their profitable relationship with their accounts.**

### 1.) Cultivating Accounts That Must Have... You!

Small businesses have a need for the vendors providing products and services. There is a tremendous opportunity for the vendor to develop a long term relationship that is very profitable for both parties. Unfortunately few have a methodology for developing a long term relationship. Tom Shay will show how to utilize a nine-step process which will increase the account's dependence on your business. Your company can eliminate the low-price comparison. Your sales team will know how to sell your company and themselves as compared to simply selling products and services.

### 2.) Lessons From a Postman; How to Deliver as a Vendor

The relationship between a vendor and a small business is much like the relationship between the business and their customer. This session details what most customers are unable to relay to their vendors; "Help me. Make my business better. Make me a better owner. Help me to grow my business and I will be a customer who is growing my business and becoming a better account for you the vendor".



Tom Shay provides a unique combination. He is a fourth generation small business owner; The owner of a manufacturing and wholesaling company. He has had the challenge of deciding how to spend his time and money at a tradeshow and the challenge of finding ways to entice buyers to stop to see his tradeshow exhibit and write an order. Tom Shay has written over 400 articles on small business management which have appeared in over 75 trade publications. As a speaker he earned the CSP (Certified Speaking Professional) which is a designation earned by less than 8% of speakers worldwide. He works with small business owners, manufacturers, and wholesalers.

### 3.) Why Fly Paper Works! Attracting Buyers to Your Tradeshow Exhibit

You know that buying space at a tradeshow is expensive. Add to that the cost of additional tables, chairs, lighting, peripherals, travel, hotel, meals, and your company has spent a lot of money. One exhibitor has great results; another does not. Those exhibitors with great results did not do so by coincidence. The results came in the preparation, presentation and follow up. This Tom Shay presentation will provide vendors with a step by step guideline for marketing your exhibit into a better investment for your company. Increased orders and additional accounts will follow.

#### What's your price?

When an account asks this of your sales representative, the conversation is over. The account is saying, "There is nothing else YOU add to the equation. Now it is all about the price". The account that buys because of the value the vendor and/or sales representative adds to the relationship is an account that is loyal. Two retailers wrote the book, "**How to Become the Preferred Vendor**", so that we could share what we and other accounts see as what you can do to add value.

