

## 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!

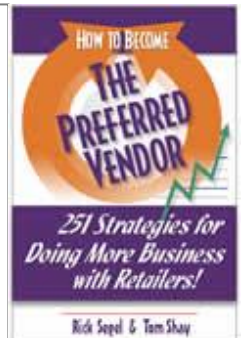
Small businesses have a need for the salespeople calling on them. There is a tremendous opportunity for the vendor's representative to develop a long term relationship that is very profitable for both parties. Unfortunately few salespeople have a methodology for developing a long term relationship. Tom 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 and receive increased loyalty because of how your company has built a strong relationship with the account. Your sales team will know how to sell your company and themselves as compared to simply selling products and services.

### 2.) Why Fly Paper Works! Attracting Buyers To Your Tradeshow Exhibit

You know that buying space at a trade show is expensive. Add to that the cost of additional lighting, tables, chairs and a rug and other peripherals, the cost of travel, hotel, and meals and your company has spent a lot of money. After all those expenditures, the results will vary from exhibitor to exhibitor. Those exhibitors getting great results did not do so by coincidence. The great 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 next tradeshow 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.



## TOM SHAY

### PRESENTER

Tom Shay provides a unique combination; He is a fourth generation small business owner. He has been the owner of a manufacturing and wholesaling company. As a speaker he visits more than one tradeshow each week and has walked many aisles looking at thousands of tradeshow exhibits. He has experienced the challenge of finding ways to entice buyers to stop to see his tradeshow exhibit and write an order. He has had the challenge of deciding how to spend his time and money at a tradeshow. Tom Shay has written over 400 articles on small business management which have appeared in over 70 trade publications. As a speaker he is a CSP (Certified Speaking Professional) which is a designation earned by less than 7% of speakers worldwide. He also works with small business owners, manufacturers, and wholesalers on an individual basis.