

IFA 2016 Convention Tips



Heading to the 2016 IFA Annual Convention next week? Here are three quick-hitting tips...

- ▶ Highlight your top three priorities for the show - Need a lending partner? A new CRM tool? Or perhaps a new director of franchise sales? Know what your top priorities are for the show and arrange meetings accordingly.
- ▶ Review the attendee list and pre-show sales materials - It seems like a hassle, but it's well worth it. Based on the priorities you've set, pinpoint the 10-15 people you want to meet at the show who can help with those issues. Additionally, take a peek at pre-show letters, e-Mail messages, and voicemails to see if any of those companies can address a problem you have.
- ▶ And limit exhibit hall time to your pre-show targets - This is why you put in the time on the front-end. Make sure you're on a mission when you enter the exhibit hall. Only visit with the handful of companies/people you selected prior to the show and anyone with whom you may have sparked a productive dialogue earlier in the show. That's it!!

Keep these tips in your back pocket when you head to San Antonio and add us to your pre-show priority list! Come see us at Booth #723!