

Reducing Selling Costs in Times of Rising Costs

By Jefferson Davis, Competitive Edge

It's no secret that travel and transportation costs have increased rapidly. Putting your sales people in front of customers and prospects in the field today is more expensive than ever before. Effectively using tradeshow delivers a high-volume of interested, qualified face-to-face interactions at a dramatically reduced cost. Ask yourself the following questions and consider the facts that follow:

- ❖ **How many people does your average sales person see on an average day in the field?**
 - McGraw Hill research found the average to be 2.3 per day. Want to use your own numbers? Ask your sales management or sales team.
- ❖ **How many can they see on a tradeshow floor?**
 - A whole lot more! Simply multiply the number of hours a staffer works the booth by a conservative number of interactions per hour. It could be 20, 30 or more per day.

2.3 per day or 20-30 per day? The leverage is huge. Calculate your company's Exhibit Activity Level now by viewing the FREE [Pre-Show Marketing E-Course](#).

- ❖ **What does it cost put a salesperson in front of a customer or prospect in the field?**
 - The McGraw Hill study adjusted for inflation estimates around \$422 to put one sales person in front of a customers or prospect in the field.
- ❖ **What does it cost to put a salesperson in front of a customer or prospect in your booth?**
 - The Tradeshow Trend Study by Exhibit Surveys tells us it's around \$261 to interact with a buyer in your tradeshow booth.

\$422 per contact or \$261 per contact? The savings are huge. Learn how to calculate your company's Cost Per Interaction (CPI) and a whole lot more by viewing the FREE [Exhibit Measurement E-Course](#).

The bottom line is this: If you want increased sales activity and reduced selling costs then take full advantage of the incredible opportunity the AAOS Annual Meeting presents. It just makes good business sense.