

Young Enterprise Trade Stands

The judging criteria for Trade stand and interviews says

At the stand, the judges will examine the display and interview the company members. Judges may visit the stand as a team or individually.

The stand contents (excluding any provided shell system) must have been produced and funded by the company.

Stands should show the following:

- ?Name of the company
- ?Name of school/college
- ?Advisers and their companies
- ?Young Enterprise Board
- ?Product/service presented, as if at a trade fair
- ?Highlights of sales and financial performance.

The AIDA Rule - Attention, Interest, Action, Desire

- A** - **Attention**, as they glance at your stand.
- I** - **Interest**, as they see and hear what you have to offer
- D** - **Desire**, as you convince them that they want your product or service.
- A** - **Action**, as they put their hand in their pocket to get their money out.

As potential customers pass your stand, you have to get their **attention** by:

Smiling

Having an attractive stand (Large, clear lettering and images. Style and panache)

Displaying your products clearly

Looking like a professional team (company colours, smart clothing, common theme)

Get their **interest** by:

Having a good opening line to promote your product.

Asking questions - Be *interested*, not *interesting*.

Talking about the products with enthusiasm and passion.

Create **desire** by:

Convincing them that your product is well worth the price you're charging.

Offer some arguments in favour of your product.

Explain how your product will pay for itself.

Get **action** by:

A trial close – For example, "If you bought one, where would you put it".

Say that some of the money is going to charity.

Overcome reservations the customer has with convincing arguments

Further info and ideas

Use your company colours and logo throughout.

Your table must be draped with a fire-retardant fabric down to ground level at front.

Place boxes on the table under the cloth to raise the height of products.

Use balloons in your company colours.

Get some extra height to your stand to rise above the competition.