

Top 10 Ways to NOT Make Friends and Get Leads at Vendor Fairs!

10. Dress in sweat shirt and jeans or athletic attire. Try to look like the people attending the event.
9. Don't identify yourself or your company with name tag, tablecloth, banners, or signs. Assume everyone knows you and the company you represent.
8. Take as little product as possible. If potential buyers are really interested, they can see it in the catalog. There probably won't be that many buyers anyway!
7. Sit in your chair reading a book, yawning, or with your arms folded across your chest. Don't smile or seem enthusiastic about being there.
6. Be low-key. Don't show any interest in the people that walk up to your display. If you do decide to talk to them, talk about how disappointed you are in the turn-out, how much your feet hurt, and what you wish you were doing instead. Don't ask questions to determine their needs and interests. Don't offer seasonal tips or gift-giving suggestions.
5. Explain that your colors are outdated because you haven't had the chance to get the latest.
4. Explain that your catalogs are very expensive and that you can't afford to give one out. Do offer the small booklet, but explain that you are using up your July flyers before buying more for the holidays.
3. Complain about your company policy, your upline, and your boring meetings.
2. Don't be prepared to party plan or give recruiting information. You can always get back to a host or potential recruit later.
1. Don't network with other vendors. After all, they are the competition, and what could you learn from them anyway????