



Using with Tradeshows

Increase Your ROI with Less Cost

As if repeating, "So, what do you do?" a few hundred times isn't bad enough, you gain 20 pounds from eating miniature candies all day. Then you need to pretend to look busy as people walk past your booth since you don't want to look like no one is interested in your products. Oh yes, the joys of working in a tradeshow booth.

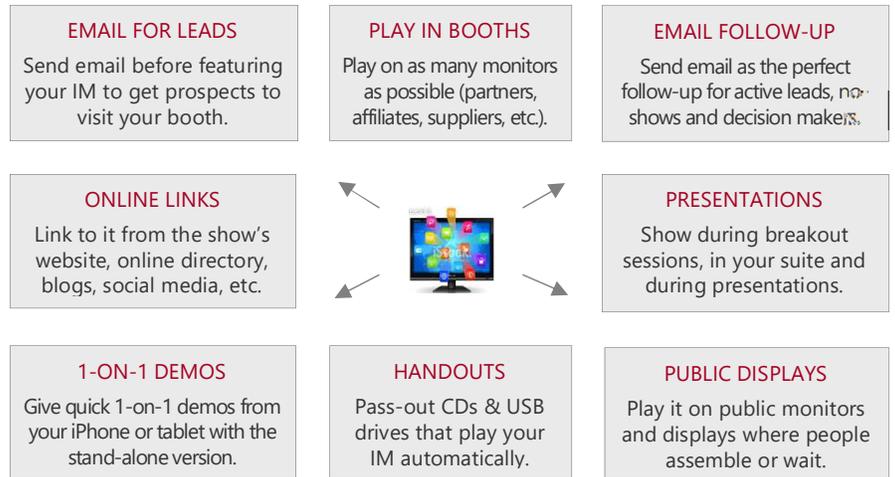
Now, imagine playing a short movie playing that tells your story in a more enjoyable and educational way. Even casual passerby's will watch and understand your message because they won't need to speak to a salesrep or try to read a technical (and sometimes hard to understand) datasheet.

A Process that's Easy, Friendly, and Delivers Superior Results

In this economy, we need to work smarter and more efficiently. This chart shows how you can use our services in all the stages of your tradeshow process. If planned properly, you'll be able to:

- Establish better relationships before the show.
- Get more people to stop by your booth.
- Educate and connect better.
- Execute better follow-up after the show.
- Reach people who didn't attend the show.
- Sell your other services to current clients.
- Sell deeper into existing customer accounts (other teams, departments, divisions.)
- Reach decision makers easier and faster.
- Shorten your sales cycle.
- Close more sales opportunities.

Use your Impact Movie 8 Different Ways at All your Tradeshows



AngelVision Services are used at Every Stage in your Tradeshow Process



Other Uses and Versions

The best sales tools are useless if you don't use them. Whenever possible, we deliver our tools in different formats so that you can use them in these many ways,

- Emails
- Websites
- Demos
- Webinars
- Direct Mail
- Telemarketing
- Sales Calls
- Sales Visits & Follow-up
- Signature Lines & Links
- Partnerships
- Distributors
- Video Sites
- Social Media
- Handouts
- PR & Media
- PPC and SEO
- Foreign Markets
- Training

Call us today to get started along a better path.

Your AngelCore Team
503-799-4412

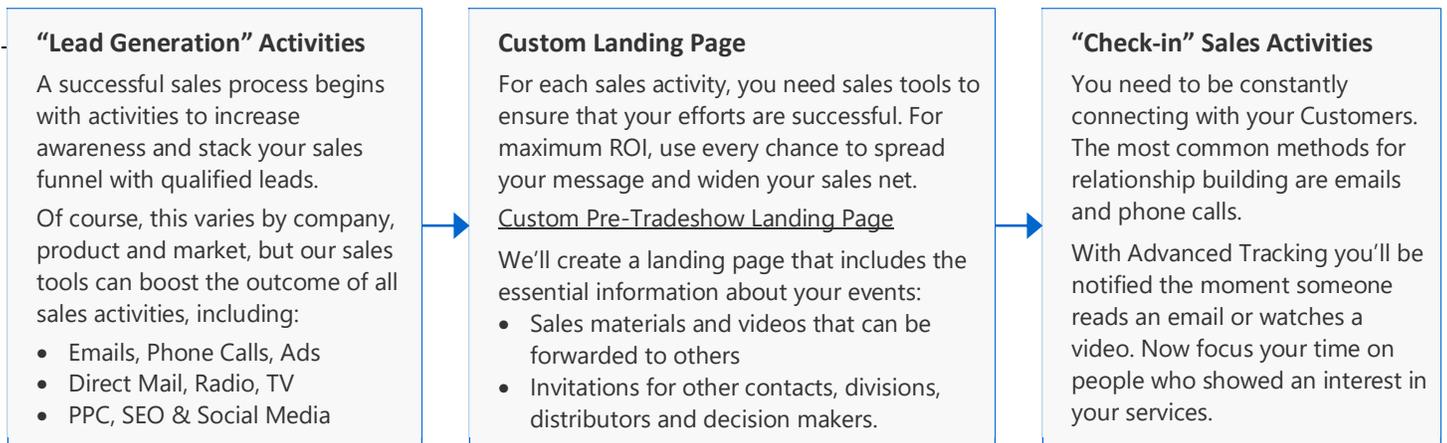


Tradeshaw Sales Package Overview Flow Chart

Our Customer results show that our services are effective when used alone. However the results are magnified when used together with other sales tools. We offer two sales packages for two of the most common sales programs: webinars and tradeshaws. The chart below shows how and where these tools can be used in your Tradeshaw Sales Process. There are many opportunities before your webinar to boost attendance and results, but these activities need to be planned in advance. The AngelCore Tradeshaw Sales Package includes one of each the following.

- Impact Movie
- Press Release
- Custom Landing Page
- Customer Case Studies (video or print)
- Magazine Articles
- Custom Books, "Best in-booth giveaway"

Before the Event



Tradeshaws – Conferences - Seminars

Maximize your Tradeshaw ROI

If you're going to invest your time and resources in a tradeshaw, then make every dollar count. Get the most out of your marketing investment by speaking with one of our Sales Strategists. Also visit our website to get Webinar Sales Activity Resource Kit.

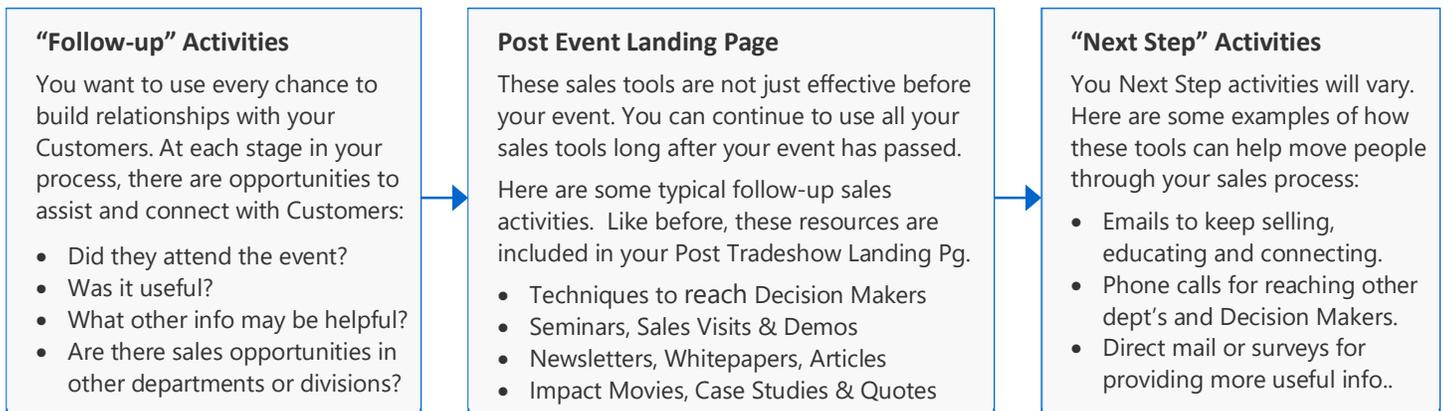


Maximize Productivity & Efficiency

Let us show you how you can use our services to boost the results for all your sales activities.

- Before to increase attendance,
- During to better connect & educate.
- After the event to sell deeper into companies and build stronger relationships with your community.

After the Event





Tradeshow & Seminars Sales Tools Package

The AngelCore Tradeshow Sales Kit includes several tools to boost tradeshow effectiveness. These are proven and cost-effective marketing programs that maximize your ROI. Of course, all these tools can be used in all the stages of your sales cycle. Services may be swapped, but there is cost savings when multiple tools are produced at once. Contact your Sales Specialist for a quote on a custom set of sales tools for your company.

The Base Tradeshow Sales Tool Package consists of the following:

	List Price:	Bundle Price:
<input checked="" type="checkbox"/> One Impact Movie - An Impact Movie can be used 20 ways and in all the stages in your sales process. Reach decision makers and turn all your employees into salespeople.	Call _____	Call _____
<input checked="" type="checkbox"/> One Landing Page - A Landing Page can display important details about your services and upcoming events. Visitors can register for webinars, demos or 1-on-1 meetings; download sales materials, watch videos and broadcast your achievements and successes.	_____	_____
<input checked="" type="checkbox"/> Case Studies - Nothing is more convincing to people than actual testimonials from Customers. We will research, write and publish two case studies. You may also choose to produce Impact Movie (video) Case Studies for an added charge.	_____	_____
<input checked="" type="checkbox"/> Magazine Articles - We can write articles about you and then get them published in the magazines of your choice. 100% guaranteed... You get published or you pay nothing.	_____	_____
<input checked="" type="checkbox"/> Press Release - We will write a press release announcing - well, whatever! We can help you uncover media opportunities to get the word out about you or promote your event. It's also another sales tool to boost your image and connect with your audience.	_____	_____
<input checked="" type="checkbox"/> Custom Books - Exhibitor Magazine named Custom Books, "the perfect in-booth giveaway". You can watch an Impact Movie on the Custom Book's website at: www.CustomBooks.com .	_____	_____

Additional services to boost the results of your Tradeshow investments:

<input type="checkbox"/> Booth Graphics - We can write and design eye-popping signage and graphics that will grab attention and help you stand-out from the crowd.	_____	_____
<input type="checkbox"/> Sales Materials - We can write and publish sales literature that will move prospects through your sales process. We can produce brochures, datasheets, monthly newsletters, whitepapers, and other documents to boost your image and set you apart.	_____	_____
<input type="checkbox"/> PowerPoints - PowerPoints can be used at every stage in your process. We can create just the slides or write the entire script using our award-winning messaging techniques.	_____	_____
<input type="checkbox"/> Other: _____	_____	_____

	List price:	\$ _____
	Discounts:	\$ _____
	Net cost:	\$ _____

Organization: _____

Billing Address: _____

Description: AngelCore Tradeshow Package Name: _____

Cost: _____ (Enter from quote) Title: _____

Phone: _____ Email: _____

Date: _____ Signature: _____

Thank You

ANGELCORE
503-799-4412

Please complete these forms with the help of your AngelCore Sales Strategist. Then, fax them to 503-217-6036. The terms and conditions for the individual services apply. Visit our website for updates and new information. We look forward to helping you achieve your sales and personal goals.

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Multi-Sales Tool Development Benefits in Time and Cost

In today's competitive business climate, it's getting harder to get ahead. You need to make every dollar count - and minute too. You need to get the most from your investments. At AngelCore, our goal is to maximize the sales ROI for our Customers. These companies are some of the fastest-growing in the world and include Microsoft, HP, Xerox, Epson, BP, US Bank, SAP, USDA and American Airlines. We do this by increasing sales, decreasing costs, reducing risks and saving you time. In the end you get better results and at a low price. Taking care of our Customers for less cost... reaching more people with a better message. That's what we do. Here are some of the ways our Clients are increasing sales while reducing their overall marketing costs.

Experience that Minimizes Risks and Costs

Don't wing it. We have years of experience helping our Customers achieve their goals.

- We know the tips and tricks, ins and outs.
- We will help eliminate the risks and pitfalls that can sabotage your results.

Anyone can make a sales video. We make Results.

We've made nearly 5000 sales videos. One thing we've learned is that their success is not a guarantee. Our goal isn't to make videos. It is to deliver tools that work for you. We do this with:

- tools that work and
- a superior sales process.



Benefits of Developing Multiple Sales Tools at One Time

Increase Sales

It starts with having a "Sales Strategist" who works with you to see the big picture, such as:

- Integrating all your sales tools so they can benefit and support each other.
- Delivering our tools in different formats so that they can be used (1) many ways, (2) throughout the different stages in your sales process and (3) by others in your company.

Lower Production Costs

There is a great cost savings when you produce a few sales tools at one time. We will spend less time and effort for:

- Strategy, orientation and planning
- Branding, positioning and messaging
- Creating designs, repairing graphics, and so on.

Time Savings for You

You'll save considerable time compared to creating these tools separately. It takes time to execute a successful advertising and sales campaign. And with each additional service, the savings are even greater. You'll spend less time:

- Explaining your company and product details
- Describing your challenges and sales process
- Locating and sending files, specs, photos, graphics
- Reviewing messaging, copywriting, designs, etc.



Benefits of Having an Integrated Sales Process

Efficient Sales Process

Together, we'll build a sales process around your specific needs.

- Don't spend valuable time and money where it's not needed. Instead, strengthen the areas of your sales process that are weak.
- Then use your time more effectively by using the right sales tool at the right time.

Superior Messaging

We'll develop messaging that's speaks to your Customers' pain crafted from our proven story-telling model.

- Messaging that is targeted to your different market segments and different Customer needs.
- Messaging that helps you educate and connect with your audience.

Focus on Results

You'll work with a team that understands the purpose of each tool and how it fits into your specific process. Our goal is to produce results by focusing on:

- Leading your Customers to the next stage in your process.
- Special offers, incentives and deadlines to target specific segments.
- Reaching markets that you were unable to reach before.

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